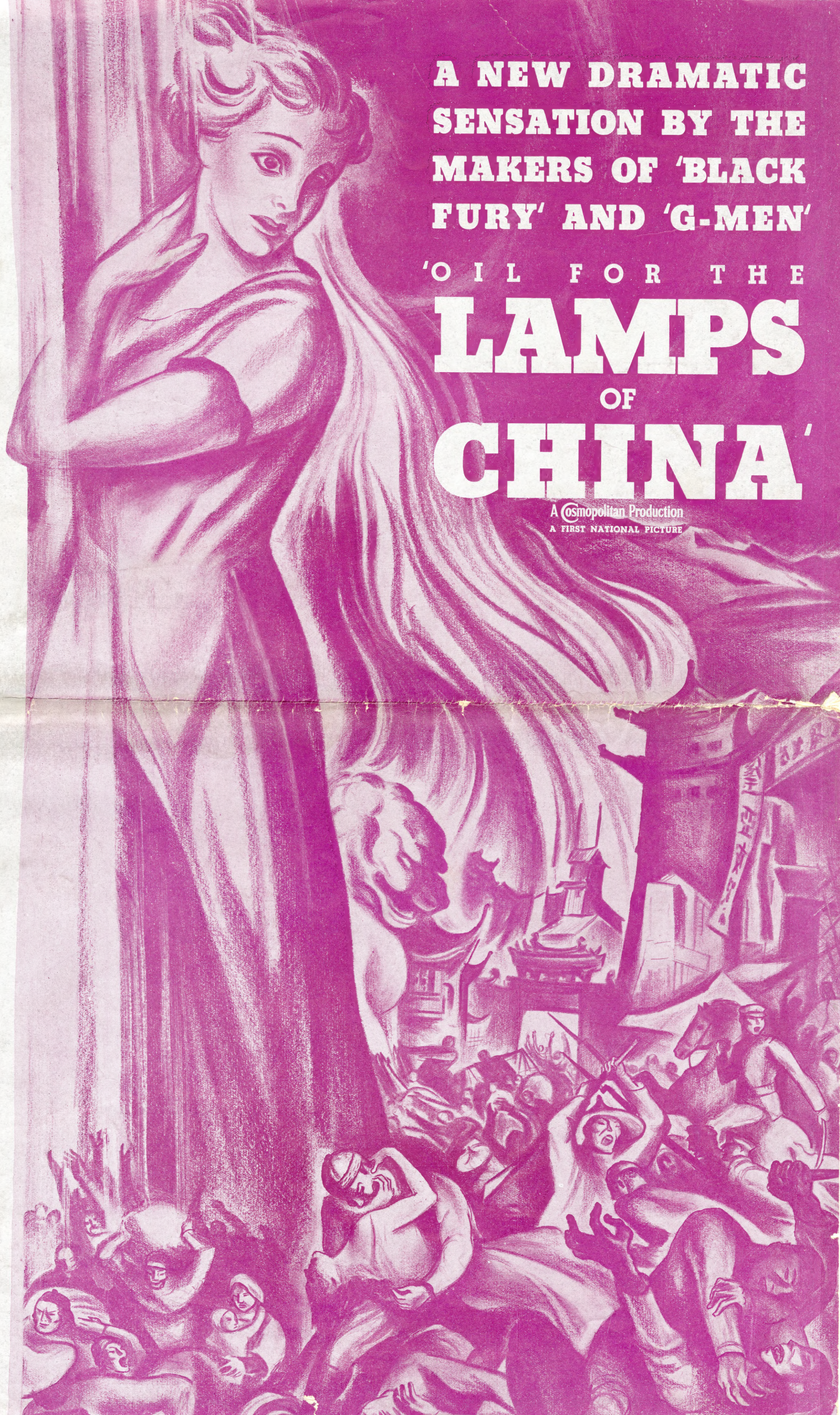


WARREN BROS. CAMPAIGN PLAN



A NEW DRAMATIC
SENSATION BY THE
MAKERS OF 'BLACK
FURY' AND 'G-MEN'
'OIL FOR THE
LAMPS
OF
CHINA'

A Cosmopolitan Production
A FIRST NATIONAL PICTURE

BIG THINGS TO TALK ABOUT

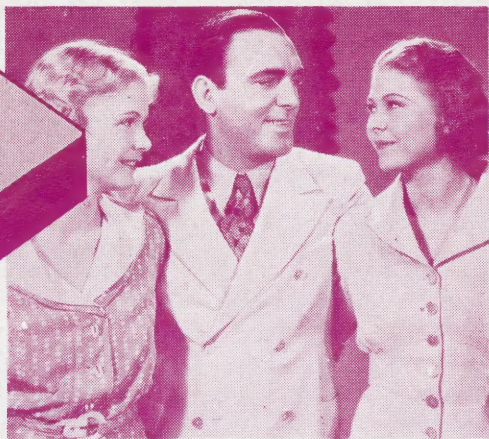
**WHEN YOU TALK ABOUT
'Oil for the LAMPS OF CHINA'**

1



Another big dramatic special from Warner Bros. in their new 'G-Men' - 'Black Fury' standard!

2



Produced on a mammoth scale with a star cast headed by Pat O'Brien, Josephine Hutchinson. Jean Muir!

3



Based on the story that raised the veil of the East, Leader of the nation's best-sellers for months and months, it's more timely now than ever!

4



Directed by Mervyn LeRoy with the superb skill for which his name has become famous!

Pre-Promoted

TO COVER

16,000,000 READERS

IN A 55-DAY BUILD-UP

FROM COAST TO COAST

Publicized

Advertised

Strategic planting of the serialization in newspapers across the country from Connecticut to California is part of the giant campaign hammering home your title and story for 55 solid days running! Syndicated by King Features from Alice Tisdale Hobart's world-renowned best-seller, the timeliness of its topic and epic scope of its drama is sold in a manner peerless in its forceful, far-reaching effect.

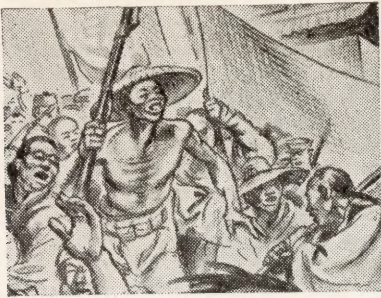
Here are the papers that add 16,095,000 new readers to those that made the book the most talked-about best-seller of the year . . .

- | | |
|------------------------------------|------------------------------------|
| ALBANY TIMES-UNION | MUSKOGEE (OKLA.) TIMES-DEMOCRAT |
| BALTIMORE NEWS-POST | NEW YORK EVENING JOURNAL |
| DANVILLE (VA.) REGISTER-BEE | BRONX (N. Y. C.) HOME NEWS |
| CHICAGO AMERICAN | OAKLAND POST-ENQUIRER |
| DAVENPORT-TIMES (IOWA) | OMAHA BEE-NEWS |
| DETROIT TIMES | PITTSBURGH SUN-TELEGRAPH |
| EDMONTON (CAN.) POST JOURNAL | ROCHESTER-JOURNAL AMERICAN |
| HARTFORD CITY (IND.) TIMES-GAZETTE | SAN ANTONIO LIGHT |
| KINSTON (N. C.) FREE-PRESS | SYRACUSE JOURNAL-AMERICAN |
| LANSDALE (PA.) NORTH PENN REPORTER | GAFFNEY (S. C.) LEDGER |
| LOS ANGELES HERALD-EXPRESS | SACRAMENTO (CALIF.) UNION |
| MILWAUKEE WISCONSIN NEWS | UNION CITY HUDSON-DISPATCH (N. J.) |
| McPHERSON (KAN.) REPUBLICAN | WASHINGTON TIMES |
| | WESTPORT (CONN.) HERALD |

A 9-day ad campaign will cover the continent with big-space splashes ranging from 400 to 960 lines daily to a total space of almost 6000 lines for each paper. The series is scheduled for the major dailies in key situations famed for the wide territories which they influence. Here they are . . .

- | | |
|---------------------------|-----------------------------|
| ALBANY TIMES-UNION | OAKLAND POST-ENQUIRER |
| ATLANTA GEORGIAN-AMERICAN | OMAHA BEE-NEWS |
| BALTIMORE NEWS & AMERICAN | PITTSBURGH SUN-TELEGRAPH |
| BOSTON AMERICAN | ROCHESTER JOURNAL-AMERICAN |
| CHICAGO AMERICAN | SAN ANTONIO LIGHT |
| CHICAGO HERALD-EXAMINER | SAN FRANCISCO CALL-BULLETIN |
| DETROIT TIMES | SAN FRANCISCO EXAMINER |
| LOS ANGELES EXAMINER | SEATTLE POST-INTELLIGENCER |
| LOS ANGELES HERALD | SYRACUSE JOURNAL-AMERICAN |
| NEW YORK AMERICAN | WASHINGTON HERALD |
| NEW YORK JOURNAL | WASHINGTON TIMES |

A PERFECT SET-UP FOR A SMASH CAMPAIGN FROM YOU!



EXPLOITATION

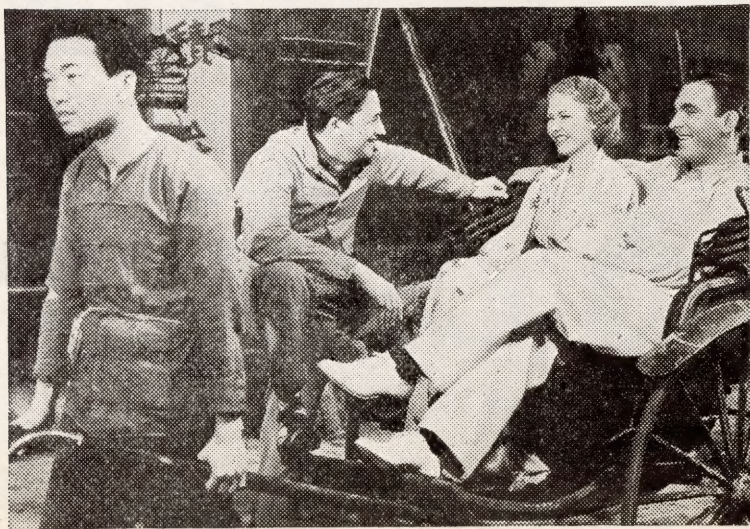


Famous Chinese Puzzle-Stories For Your Six-Day Contest!

Boy, are we enthusiastic about our latest 'something different' for the puzzlers! When Mervyn LeRoy returned from the Orient he was Hollywood's life-of-the-party with the legendary Chinese puzzle-stories which he had learned. We've picked six of the most famous for this contest for as natural a publicity tieup as we've suggested. Six illustrations are available in one mat. Order Mat No. 501—50c.

(First Day)

Theatre Tickets Free For Solving Chinese Puzzles



Mervyn LeRoy trying out the Ching Lee Dream puzzle on Pat O'Brien and Josephine Hutchinson. P.S. They got it!

HERE'S your chance for loads of fun, Movie Fans—a new and different contest!

Your familiarity with movie events and personalities will not help you this time. All you need is your ability to think clearly, and if you can solve the six simple problems which will be published in the..... (newspaper), you may win two tickets to the.....

Theatre where the elaborate Cosmopolitan Production "Oil for the Lamps of China," released by First National, will open on.....

As you probably know, the picture is based upon the best selling novel by Alice Tisdale Hobart. The picturization was more than a year in the making. Director Mervyn LeRoy spent months abroad studying Chinese customs and conditions before he even began filming the story.

During his stay in China he learned many things — among them a number of the famous Chinese puzzles.

Six of these puzzles have been selected for this contest. One will be published daily for six days. Here's the first one:

CHING LEE'S DREAM

An aged Chinaman was found dead in a temple of worship, sprawled out before an image of Buddha. His wife had been seen coming into the temple with him and a beggar had noticed that when she left she seemed to be acting very strangely. When Chinese officers took her into custody for questioning, this was the alibi she gave:

She said that they were a very religious couple and prayed at the image of Buddha every day. On the morning of her husband's death, while silently offering their prayers to the great God, her husband slowly dozed off. In his sleep, he dreamt that he was wafted away on the wings of a swallow and carried to heaven where he was confronted by

Buddha himself. Buddha looked at him sternly and then said, "Ching Lee, you have been unworthy of the noble traditions of the Chinese race and I banish you from the face of the world forever." When the aged Chinaman heard this, he was so taken aback by this terrible sentence, that his poor overworked heart could not withstand the shock, and there, without awakening from his troubled sleep, he died of heart failure.

As soon as she had finished telling this story, the Chinese officials arrested Ching Lee's wife on the charge of murder. What reason did they have for not believing her story?

Now read the above story over again. Remember that the art of printing began in China. That country had a literature thousands of years before our history began. Director LeRoy's first story is centuries old—and has puzzled millions throughout those years. Yet YOU can solve it, if you really study it, carefully and thoughtfully.

When you have the answer, lay it aside. After all six puzzles have been published, send your list of answers to the "Oil for the Lamps of China" Contest Editor of the..... (newspaper) before..... when the contest closes.

Those who submit the ten most accurate lists of replies will each receive two tickets to see Pat O'Brien, Josephine Hutchinson, Jean Muir and an all-star cast portray the thrills, romance, dangers and joys of those young pioneers who are carrying the banner of American business into the Orient.

(Second Day)

Newspaper writes head and lead for this day about number of entries received in contest. Pick up rest of rules and credits from first day publicity.

THE MARBLE BASE DECEPTION

When Mervyn LeRoy was in China searching for atmospheric data for his production of "Oil for the Lamps of China," he started a collection of Chinese curios, intending to use them as "props" in the picture.

One day a Chinese art dealer came to him with a lamp which was typical of those used throughout China. Mr. LeRoy asked the Chinaman why he had brought that particular lamp. It didn't look especially interesting. The dealer hastily explained that although the lamp was ordinary, it was made on a marble base which dated back thousands of years. When LeRoy expressed doubt, the Chinaman turned the lamp upside down, and there engraved on the marble were these words, "Made for Li Moo —487 B.C."

His story failed to convince the director who knew that the base was not as old as the dealer claimed. Nevertheless he bought it.

When he returned to Hollywood, he used the lamp as a property in the picture. One day between shooting, he told Pat O'Brien and Josephine Hutchinson about his purchase. They couldn't understand how he knew the alleged genuineness but was but a phony.

Can you tell how Mervyn LeRoy saw through the Chinaman's fictitious story?



Josephine Hutchinson shows Pat O'Brien the lamp brought back by Mervyn LeRoy from China. Notice the base—it plays an important part in today's puzzle.

(Third Day)

Contest Winners To See 'Oil For Lamps Of China'



Willard Robertson shows Pat O'Brien the territory owned by Ling Chee which was finally bequeathed to The Wise Twin.

Were you ever in China?

Probably not, but the next best thing to visiting that country personally, is to see it through the eyes of a writer who spent 20 years collecting material for, and five years in writing, a story about the lives of American business pioneers in China and Manchuria.

Now you have an opportunity to see, as guests of this Alice Tisdale Hobart's best selling novel, "Oil for the Lamps of China," the Cosmopolitan Production which First National will release at the..... Theatre on.....

All you need do, to win two tickets, is to solve the six Chinese puzzles Director Mervyn LeRoy brought back from his trip through China, where he went to study conditions.

THE WISE TWIN

For thousands of years it had been the custom among Chinese gentlemen to will the major portion of their wealth to the eldest son... thus solving the problem of descent and distribution.

But when Ling Chee lie dying in his ancestral home on the banks of the Yellow River, the solution to this seemingly simple problem was not as he would have liked it. It was a most unusual situation. For Ling Chee was not blessed with one eldest son; but two. For he was the father of twin boys. According to the Chinese law at that time he could not leave his property to both, but had to decide upon one of them.

He summoned the boys before him. He told them he had a task for them to do. The one who accomplished it most efficiently, added the old man, would be his heir. The boys were each given two pails. One measured seven quarts, and the other three quarts. Ling Chee spoke. "Go to the banks of the Yellow River, and with only these two pails to aid you in measuring, bring back to me exactly five quarts of water. The one who brings back exactly five quarts of the water shall receive my fortune."

The boys left their father's bedside and went to the river. After an hour both returned. The first went to his father's bedside and said "Oh, father, I have tried every method possible, but cannot fill my pail with exactly five quarts of the water. The task you have given me is impossible." Ling Chee beckoned to his other son. "Have you also tried and failed, my boy?" "No," he replied, "Here is my pail with exactly five quarts of water."

How did the son bring back exactly five quarts of water, equipped with only a seven and a three quart pail?



EXPLOITATION



(Fourth Day)

Fun And Strand Tickets To Reward Puzzle Solvers

(Fifth Day)

Record's Chinese Puzzle Contest To End Tomorrow

(Sixth Day)

Last Chance For Free Tickets In Puzzle Contest



With pencil and paper ready, Mike Morita, one of Pat O'Brien's co-workers in "Oil for the Lamps of China" listens to the story of The Determined Athlete.

Do you know why a chicken crosses the road?

That's a mere infant compared with the bewhiskered puzzle printed below as the fourth brain teaser in thes (newspaper) Chinese puzzle contest which has every one in town going gaga. Director Mervyn LeRoy brought back a collection of Chinese puzzles when he visited that country studying conditions and customs prior to his filming of "Oil for the Lamps of China."

The (newspaper) will publish six of these for a contest. The fourth appears below.

THE DETERMINED ATHLETE

Hundreds of thousands of natives were gathered in Pekin to celebrate the annual New Year celebration. Joyous crowds of Chinese wandered about the city, watching the parades, the dancing girls and listening to the hawkers shout their wares.

In the great Pekin stadium, athletic contests were being run off to the delight of thousands of onlookers. First the foot races, then the jumping events, and finally came the greased pole contest. A pole was set up in the center of the field, heavily greased, and the announcer brought forth the great silver cup which was being donated by Prince Chin

Choy to the youth who could climb to the top of the pole.

The crowd settled back in their seats and watched these ambitious Chinese lads try their skill. One after the other tried, straining arms and legs in a vain attempt to reach the top. But all were unsuccessful.

At last one lad, his teeth clenched in determination, stepped up to the pole. Something about his manner, a certain air of defiance in his bearing, made the crowd lean forward excitedly. Everybody seemed to have the feeling that at last someone might master the greased pole. He started up and in a series of jerks and slides, finally reached the top. The crowd thundered and cheered when the boy slid down to receive the prized silver cup.

The boy climbed up the pole in this way. He jumped up three feet and slid down 2 feet. Then he jumped up three feet more and slid down two feet more. The pole was thirty feet from the ground to the top. In how many jumps did the boy climb to the top of the pole?

The judges in this contest are: (name judges).

All answers should be held until the final puzzle is published. Then send them to the "Oil for the Lamps of China" Contest Editor of the (newspaper) before when the lists close.

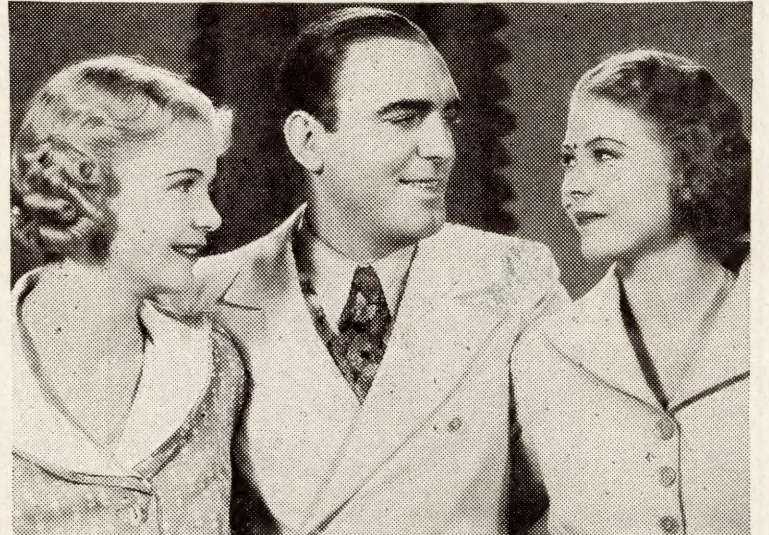
If you haven't already entered thes (newspaper) Chinese puzzle contest, you have still time to start and win a prize.

The judges are ready — the prizes are waiting. All you need do is solve the six puzzles (this is the fifth) which have already appeared, and when the final one is printed tomorrow, send in one of the ten most correct solutions.

Each prize winner will receive two tickets to the Cosmopolitan Production "Oil for the Lamps of China" which First National will release at the Theatre.

TWO COOLIES AND A FLY

Two Chinese coolies, both drawing rickshaws, start at precisely the same moment from opposite ends of a road ten miles long. They race towards each other at an unvarying speed of five miles an hour until they meet, their bodies colliding as they do so. At the same moment as they start, a fly leaves the wrist of one of them and flies towards the other at a steady speed of eight and one-half miles an hour. The fly reaches the other coolie and without stopping, turns back headed in the direction of the first coolie. He meets him and then again turns back towards the other. He continues this, the distance growing shorter all the time until finally the coolies meet, crushing the fly between them as they bump into each other. How far did the fly fly?



The picture tells the story. Pat O'Brien and Jean Muir have the answer all figured out, but Josephine Hutchinson, from the expression on her face, is plenty baffled by the story of the three whistling Chinese whose problem even made her see spots before her eyes.

Last call, Film and Puzzle Fans!

Here's your last chance to win free tickets to the Theatre on when the Cosmopolitan Production "Oil for the Lamps of China," will be presented by First National.

Today the (newspaper) publishes the sixth and last of a series of puzzles brought back from China by Mervyn LeRoy. It's no more difficult than the other five.

Now, if you have really given proper consideration to the six puzzles, you should be in line for a pair of tickets, which are the prizes to be awarded the ten

readers who submit the most nearly correct lists of answers to the "Oil for the Lamps of China" Contest Editor of the (newspaper) before

The winners will screen travel through China and Manchuria with Pat O'Brien, Josephine Hutchinson, Jean Muir and an all-star cast which includes 400 native Chinese. They will see a story which took five years to write made into a motion picture that took more than a year to film.

But don't delay. No replies will be considered after the closing date. Read over the puzzles and answers. If you think your's are correct, send them in now.

GIL LEE'S WIT TEST

Many years ago, a famous Chinese Prince, Gil Lee had a beautiful daughter whose beauty was the talk of the entire land. When the time came for this girl to marry, there were three suitors challenging each other for her hand. It wasn't for her to decide upon her future husband. In those days such important decisions were made by the father.

Now Gil Lee was a wise and noble man and he wanted to make sure that his daughter married a man worthy of perpetuating the Lee name. So he invited the three prospective bridegrooms to compete in a game of wits, the winner to become his son-in-law.

He blindfolded each of them as he explained the rules of his game.

When the blindfold would be removed, one, two or all three of the men would have a black spot on their foreheads. If one of the men saw a black spot on the forehead of one or both of the other two men, he was to start whistling. Then, without looking in a mirror, he was to try to figure out whether or not he had a black spot on his own forehead. If he decided that he had a black spot he could stop whistling. The man to stop whistling first would win the daughter.

Without the knowledge of the suitors, the Prince placed a black spot on all their foreheads. The blindfolds were removed, and since each man saw a black spot on the foreheads of his two rivals the three of them started to whistle.

After a short time, Ar Nee, the most intelligent of the three, figured the problem out, decided that he had a black spot on his forehead, and stopped whistling — thereby winning the contest and the girl's hand in marriage.

How could Ar Nee have figured out that he had a black spot on his forehead—without looking in the mirror, asking anyone, or guessing?



Portrait of two people thinking. Yes, it's Pat O'Brien and Josephine Hutchinson who didn't move from this position for hours. They were that baffled by the story of Two Coolies and a Fly.

SOLUTIONS TO PUZZLES

FIRST DAY: The officials knew that the woman was lying for if the man had died in his sleep as a result of the ill effects of the dream, she could not possibly have known what he was dreaming about since she admitted the dead man never awakened.

SECOND DAY: Mr. LeRoy knew that the marble base was a fraud because being before Christ, it was of course impossible to date things prior to his birth.

THIRD DAY: He filled the three-quart pail with water and spilled its contents into the seven-quart pail. Then he filled the three-quart pail again and poured the water into the large pail, making six quarts of water in the seven-quart pail. He then filled the three-quart pail and spilled as much as he could into the seven-quart pail. It was possible only to spill one quart of water into the seven-

quart pail, which left two quarts in the small pail. Then he emptied the seven-quart pail, spilled the two quarts from the three-quart pail into the seven-quart pail, filled the three-quart pail again, and added it to the two quarts in the seven-quart pail, making exactly five quarts.

FOURTH DAY: The athlete climbed up the pole in 28 jumps. After 27 jumps he would be up 27 feet, and on his 28th jump of three feet, he would reach the top, and therefore wouldn't slide back the two feet.

FIFTH DAY: The bee would fly $8\frac{1}{2}$ miles. The answer is reached this way. Since the rickshaws are traveling toward each other at the rate of 3 miles per hour, and start 10 miles apart, making the ground to be covered by each only five miles, in exactly an hour. Since the

bee flies at the rate of $8\frac{1}{2}$ miles per hour, and the rickshaws meet in an hour, then the bee will have covered $8\frac{1}{2}$ miles.

SIXTH DAY: Ar Nee knew that he had to have a black spot on his forehead, because if he didn't, then the other two would be whistling at each other, and noting that Ar Nee had no spot on his forehead, they could understand that they both had spots on their own foreheads. As explained in the story, it was necessary to see a spot on a forehead before starting to whistle. If Ar Nee didn't have a spot then either of the two would have realized that both had spots on their foreheads and therefore one or the other would have ceased whistling. Since they didn't stop whistling, Ar Nee concluded that he had to have a spot on his own forehead.



THE BOOK—A MAJOR EXPLOITATION AID

Few books in the past year can compare with the sensation caused by this one. That's why your book dealer is a more important factor in your campaign than usual.

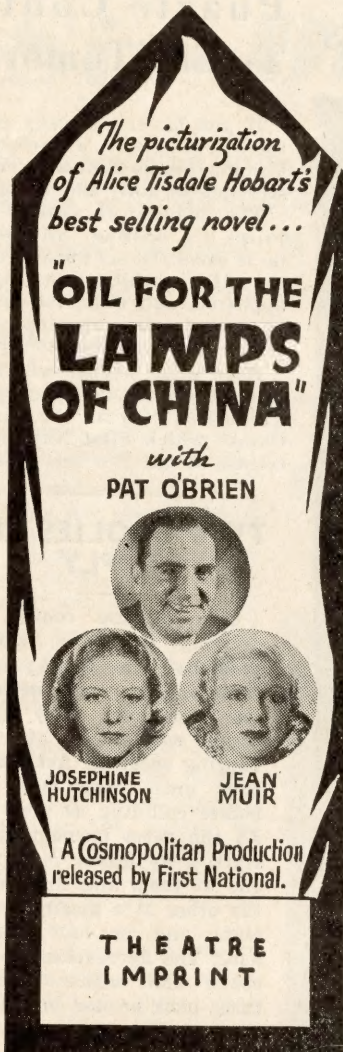


In arranging for co-op displays and ads with local book stores bear in mind that the publishers have prepared the following accessories:

1. Book Jackets with special band calling attention to film.
 2. 2 styles of window cards—18" by 24" and 22" by 28".
 3. Stills of members of cast posed with book.
- Streamers for store windows.

For local contacts and for additional information and display material write to:

MR. E. EDELSON
GROSSET AND DUNLAP
1140 Broadway, N. Y. C.



BOOK MARKS

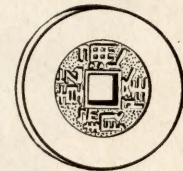
Mighty handy for distribution around schools, libraries and book stores. And there's that possibility that book stores will share cost. Prices including theatre and playdate imprints are 1M—\$3.50, 3M—\$3.25 per M, 5M—\$3.00 per M. Order direct from ECONOMY NOVELTY CO., 239 West 39th Street New York City

Ad Drawings For Use On Front and Transparencies

We've made photographs of the drawings in our newspaper ads. We know you'll find them plenty useful for your front and transparency layouts. Numbers are indicated in Advertising Section.

Chinese Yen as Luck Coin

A novelty — and a real Chinese Yen. The Chinese coin, pictured in actual size, is included in an envelope, upon which the copy reads, *AND GOOD LUCK SHALL EVER BE YOURS . . . Be sure to keep this good luck piece with you always—and be sure to see "Oil for the Lamps of China,"* (date). Coins and envelopes are sent separately. Price is \$8.50 per M for coins and envelopes, and you get your theatre name and playdates free. Order from



ECONOMY NOVELTY CO.

239 WEST 39TH STREET NEW YORK CITY

24-Sheet for Marquee



Picture shows all you need to know about how to make the 24-sheet give your marquee big-picture look. Illustration and title cutout to a big size and a spot at night will top it off pretty swell.

Free Rickshaw Rides For Street Stopper

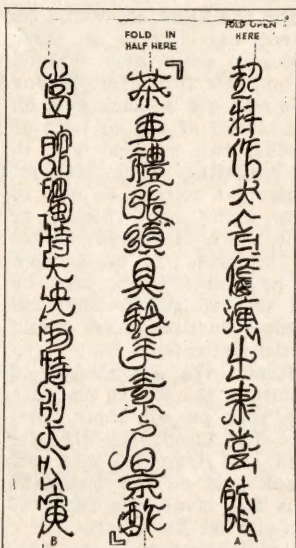


Remember the Century of Progress rickshaw stunt with boys pulling sightseers around in the Chinese Cadillacs? Idea can be adapted for your use with "free ride" signs offering lift to patrons en route to your theatre. Carpenter shouldn't have a tough time rigging up a couple of rickshaws. Only real expense involved is in the wheels and you can borrow those from your kid's bike. Incidentally similar bally was used by N. Y. Strand for "Convention City" using wheel chairs.

'Chinese' Radio Spiel

For that different hundred-word radio announcement we suggest that you open spiel with man talking in Chinese. After couple of seconds of this—just long enough to make listeners wonder if they've finally tuned into a Hong Kong Amateur Broadcast—follow up with our prepared plug on next page. Likee?

Chinese Title Teaser



Chinese characters in black on orange background, when folded according to printed instructions make up name of picture. Sheet is 5" x 10" with large space on bottom for date. Prices with your theatre name and playdates: 1M—\$3; 3M—\$2.75 per M; 5M—\$2.50 per M; 10M—\$2.25 per M.

Order directly from
ECONOMY NOVELTY CO.
239 West 39th St.
New York City

Directions for folding and theatre name and playdates are inserted here when you receive novelty.

Insert 'em in heralds, programs and in packages of cooperating merchants.

Man with Chinese Newspaper As Traveling Street Bally

Might be a good stunt to send man through town via busses and trolleys. He opens Chinese newspaper and breaks into loud guffaws to attract attention of other passengers. When he has sufficient interest he turns paper around to reveal your lettered title and date.

Person 'Reaching China' Wins In Merchant Coupon Race

Idea is for merchants throughout town in cooperation with theatre to give coupons representing number of names with each purchase. Approximate distance between your town and China is the goal and persons with coupons equalling this wins prize. Contest can be announced through coop newspaper ad.

ANGLES FOR BOOSTING PAT O'BRIEN

With "Devil Dogs" his last big hit and "Page Miss Glory" to come, it wouldn't be amiss to get Pat O'Brien's name around town. Here are some suggestions:

Past Hits in Displays

Rig up lobby frame on which mount stills of Pat O'Brien in scenes from some of his past big ones. Can be worked either as contest to identify films from stills or merely as an interesting display.

Invites to Pat O'Briens

Find out if there are any people in town with same monicker. If so invite first twenty to premiere. Stunt might be worth break in papers.

Fast Talker Test

Pat O'Brien fast talkers contest. Pat's ability to handle words speedily, is practically his trade mark.

Best Irish Story

O'Brien is famous as a raconteur of Irish stories. See how many good ones localites know. Uh, Uh, nix on these traveling salesman yarns!



Gal Rides Rickshaw

Cutie drawn through the streets in a rickshaw by a man made up as a coolie is another way to tell the folks on the avenue about your date. Banners on side tell the story.

Hon. Vellee Easy Bally



Honorable Chinese walkee on street with oil cans bearing title and date strung on pole. Drawing proves it's a flash — and vellee muchee simple.

Teaser Snipes in Chinese

Among the not-too-expensive ad stunts we remember is that used for 'The Hatchet Man' by so many houses. Ten-line slugs carrying a few Chinese letters were planted on the pages ahead of the regular ad. Street snipes followed idea with date under Chinese inscriptions.

Tea, Rice-Cakes at Matinee

Grocer or Chinese restaurant might be promoted for tea and rice cakes as lobby giveaways. Pretty waitress in Chinese kimono serves the customers at advance matinees. Credit card will repay the small cost to co-operator.

'Modern Screen' Tie-up

July issue of *Modern Screen* Magazine on sale June 1st, carries a fictionization of this show. If you're interested, talk to the distributor about posting newsstand cards reading: *Read the Story, See the Picture!*

Prepared Chinese Fan



Will make a very welcome throw-away for those hot summer days. Can be distributed in theatre or by shop keepers. On heavy cardboard stock 8" by 8". Prices: 1M — \$6; 10M — \$5.50 per M. Price includes theatre imprint.

Oil Reminder for Autoists

Gas station attendant sticks 'em on car dashboards when making change of oil. Sticker tells 'em when to make next oil change and has picture plug with room for theatre imprint. Stickers are 2" by 2" on colored stock. Price is \$2 per M.



Order both accessories directly from: **ECONOMY NOVELTY COMPANY** 239 West 39th Street New York City

ADVERTISING SECTION IS ENCLOSED IN CENTER AS SPECIAL SUPPLEMENT

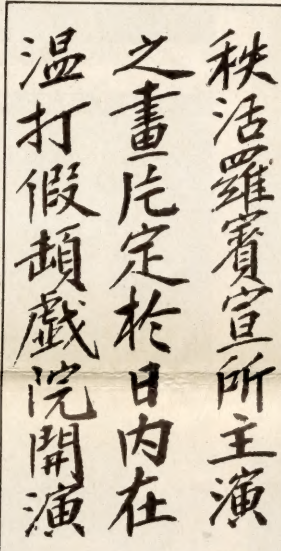
Title Banner On Oil Trucks

Oil trucks get around plenty—what with oil burners in private homes in addition to usual gas station route. That's why a banner on the truck bearing your playdate and title is pretty sure to get some circulation. 'Reason why' lies in picture's big to-do about oil wells in China.

Prize For Best Proverb

'Best Original Proverb' award sounds like a simple slant not touched on for reader contests. Maybe we're wrong—if so your editor is the one who can tell you!

Chinese Teaser Throwaway



This four-pager is printed in black on yellow stock, size 4 x 6. Cover entirely in Chinese as illustrated teases 'em into reading inside pages which contain nice plug for film. Back page for your playdate imprint. Prices including imprint are 1M

—\$3; 5M—\$2.75 per M; 10M—\$2.50 per M.

Order from **ECONOMY NOVELTY CO.** 239 West 39th Street New York City

Radio Spot Announcements

If you've been using the radio here are two announcements that get your story over—in very little time.

1-MINUTE ANNOUNCEMENT

(Sound of Chinese gong in background)

From China comes one of the greatest pictures of recent years. "Oil for the Lamps of China," which is coming to the Theatre tomorrow, brings to the screen the famous novel which placed Alice Tisdale Hobart among the finest writers of the age. If you've read the book, you'll have to see how vividly this remarkable story is told; if you haven't, then you can't afford to miss this exciting drama of how a white man and woman survived the perils of the Orient.

Warner Bros., who brought you such outstanding successes as "G Men" and "Black Fury," assembled a tremendous cast including Pat O'Brien, Josephine Hutchinson, Jean Muir, Lyle Talbot and Arthur Byron for this picture. Don't miss "Oil for the Lamps of China," coming to the Theatre tomorrow!

1/2-MINUTE ANNOUNCEMENT

Ladies and gentlemen, we have an important announcement: Warner Bros., who recently produced such outstanding dramas as "G Men" and "Black Fury," have added still another triumph to their chain of successes. "Oil for the Lamps of China," the sweeping story of the Orient today by Alice Tisdale Hobart, will begin its engagement at the Theatre tomorrow. Its outstanding cast includes Pat O'Brien, Josephine Hutchinson, Jean Muir and Lyle Talbot. We urge you not to miss "Oil for the Lamps of China."

Usher Sounds Gong Out Front

Usher or doorman in Chinese costume takes a poke at a Chinese gong every so often. Not a colossal gag, but if there's a gong to be had a little noise'll help your front effect, no?

Chinese Curios For Lobby Interest

There's something about Chinese curios that makes people stop and look. If there are curio dealers in your city, you may be able to promote an unusual lobby display in exchange for a credit card to dealer. Story can follow it up telling of value of art objects in your lobby.

Incense for Atmosphere

Store selling incense ought to be good for the small expense they'd be put to in supplying sufficient incense to burn evenings throughout your run. N. Y. Strand does it and provides a lobby credit to shop in return.

Chinese Doll Dealer Display

Toy shop window of Chinese dolls will be made more effective with this show's China scenes—and your date.

Wishing Well in Lobby

Legend has it that anyone who makes a wish at a wishing well has it come true. Replica of a wishing well in your lobby with a card telling what it's all about, might even make a squib for the paper, as well as create interest. Illustration shows how it will look in your lobby.

How Much Oil in Lamp?

Hardware store window may let you put lamp in window. Use lamp with visible bowl so that people can guess how much oil is in it. Oakleys to the winners—free display to you.

Prize to The Owner of Oldest Lamp in Town

Have patrons bring old kerosene lamps to theatre with offer of prize to oldest or most unusual. Owners of oldest lamps get passes, while stunt is unique enough for news photo or yarn.

How Long Will Lamp Burn? Best Guesser Is Winner

Burning lamp in store or lobby. Ducats to those who can guess closest to time when it will burn out.

Free 15 Minute Radio Sketch

Thirteen minutes of your show's drama with 2 minutes for your plug gives you a live broadcast feature. Most showmen put them on with amateur actor or critic groups, or social clubs. New York, Syracuse, Buffalo are among the dozens of cities that put our sketches on as weekly sustaining features. Write the Campaign Plan Editor, 321 W. 44th St. and you'll get mimeographed copies for each member of the cast.



EXPLOITATION



SHOWMAN'S CORNER

Eatery Tie-Up Made By way of Variety's **By Ben Rosenberg** Epes Sargent, we hear about the biz booster arranged by Ben Rosenberg, manager of the Fenway Theatre in Boston. Ben tied-up with nearby dine-and-dance restaurant so thoroughly and completely that diners can't miss getting an earful and an eyeful of theatre's attractions. Orchestra plays medleys of tunes from musical film nightly, introduced by plug for picture and theatre. On non-musicals, band played appropriate music, dedicating song to film. An attractive easel is set in lobby of restaurant, in which weekly program is placed. To create additional interest in theatre and also to give eatery a break in return, Ben hands out tickets and autographed photos as prizes for "lucky number" dances which are held nightly.

—Does Your Lobby Look Cool?—

Important Reminder Have you been going **On Theatre Parties** after local clubs lately, selling them the idea of holding theatre parties? Theatre in New York City goes big for it, running two or three theatre parties a week. Regular admish is charged, of course, but you can offer special inducements, as publicity stories to all papers announcing that club is special guest of theatre, etc.

—The Warner Trailer Will Sell Your Show—

Art Class Paints One manager we know **Theatre Posters** couldn't afford an artist but needed lots of art work done. So he hopped over to a nearby school and sold art instructor on a contest idea. He supplied class with a supply of heavy white paper the size of one-sheets. Each Monday he sent over a load of stills and catchlines from the following week's picture. Pupils went on their own in making theatre posters, with ducats awarded for best poster from sales angle and best from artistic angle. Teacher and theatre manager are judges. Manager also gives a talk each week on practical poster drawing, not only from the show angle but from commercial availability and is teaching the kids to put it over—much to the delight of the Parents-Teachers Association. Where does the manager come in, you ask? Look at all the free posters he gets for his front, lobby, window displays—you get the idea!

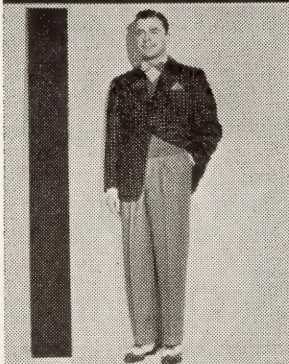
—"Midsummer Night's Dream"—Nuff Said—

Andy Saso Goes Andy Saso, head man **Barnum One Better** of the Orpheum in Portland, Oregon, reverted to Barnum—and nabbed plenty of extra publicity for his house. Andy had an acrobat walk on his hands atop theatre building, eight stories from the ground. Acrobat thrilled the crowds on the street below by doing a series of dangerous one-arm stunts on edge of roof. Publicity feat was put on during lunch hour, which had the streets jammed with natives . . . and was good for stories in all the papers.

—Tell Us About Your Stunt—

Congratulatory Passes Passes handed out **As Good-Will Builder** indiscriminately can become a theatre evil that's very hard to overcome. But one exhib hand 'em out in a way that creates good-will that can't be bought. Whenever a baby is born in town, he sends a letter of congratulations, and invites the lucky couple to come down to theatre, on the house. Does the same thing with marriages, and says that it only costs a couple of pairs of passes weekly . . . but the word-of-mouth on the stunt compensates for triple that number.

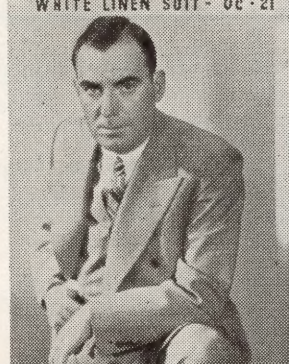
MEN'S SHOP



SPORT JACKET - LT-159



WHITE LINEN SUIT - OC-21



GRAY SUIT - PO-8



LOUNGING ROBE - LT-PUB-A-25



CREPE-SOLED SHOES - LT-PUB-A-105

DEALER PHOTOS

We've picked the Pat O'Brien dealer stills most in demand when available before in case you missed them last time around. Set contains 25 photographs in all—yours for \$2.25 for all or a dime each if ordered individually. Address:

Campaign Plan Editor

WARNER BROS.

321 W. 44th Street New York City

PIPE STORE



PIPE - PO-83

BEAUTY PARLOR



HAIRDRESS - JH-136

BOOK STORE



OIL FOR THE LAMPS OF CHINA - OC-PUB-A-120



BOOKS - LT-PUB-A-71

DEPT. STORE



COMPACT - JM-528



GRANDFATHER'S CLOCK - PO-PUB-B

SPORT SHOP



FISHING EQUIPMENT - JM-PUB-A-113



CAMERA - LT-PUB-L



BASQUE SHIRT - PO-18



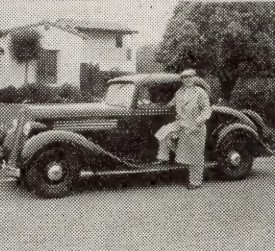
SNEAKERS & SLACKS - PO-14

PET SHOP

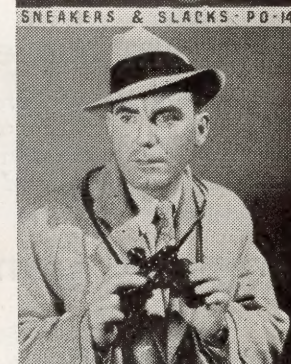


CROW - PO-PUB-A-14

AUTOS



P.O. PUB - A-15



FIELD GLASSES - PO-63

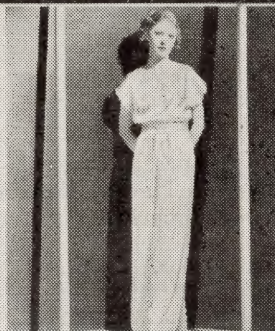
WOMEN'S SHOP



PAJAMAS - JM-317



SUEDE JACKET - JM-257



PAJAMAS - JH-59



RIDING HABIT - JH-PUB-G

HAT SHOP



HAT - PO-9



PANAMA - LT-156



STRAW HAT - LT-151

Oil for the Lamps of China Arrives; Other Special News for Shoppers

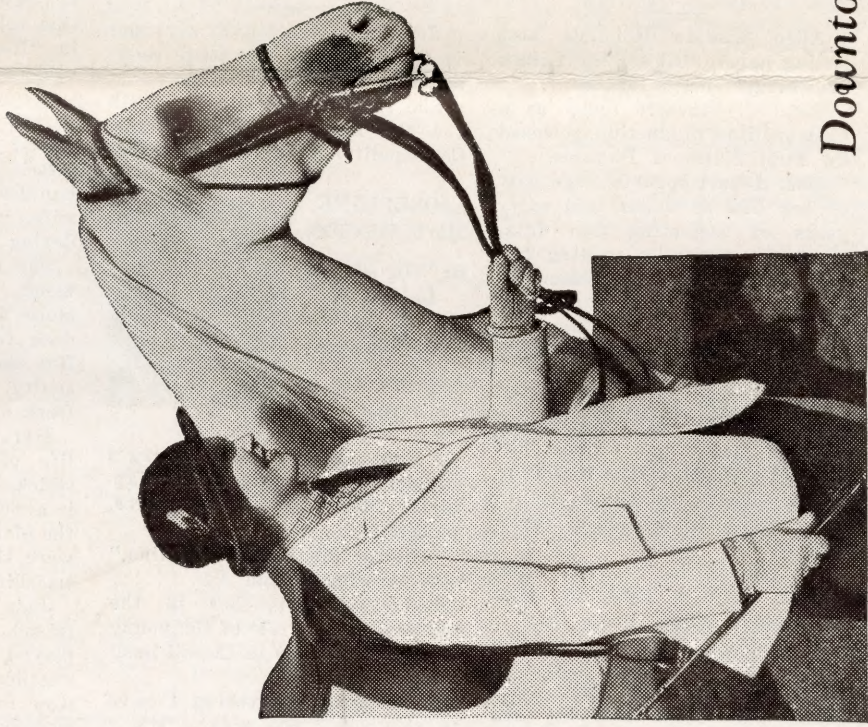
WIN GUEST TICKETS TO "OIL FOR THE LAMPS OF CHINA"

How would you like to be the guest of Chicago's leading merchants at the Strand Theatre's premiere of the famous Cosmopolitan hit, "OIL FOR THE LAMPS OF CHINA," starring Pat O'Brien, Josephine Hutchinson and Jean Muir? All you have to do is study the advertisements of your favorite stores appearing on this page. Notice the Chinese symbols? All are exactly alike with the exception of two. Find them and you'll win a free theatre ticket—if you're among the first 25 to send correct answers to the Management, Strand Theatre. All entries must be postmarked not later than 12 P.M. Wednesday.

SOLUTION

[Symbols on left side of page in lower ad and one above it are the "stickers."]

A Good Summer Habit



Downtown Women's Shop

戲

CHECK AND . . .
DOUBLE CHECK



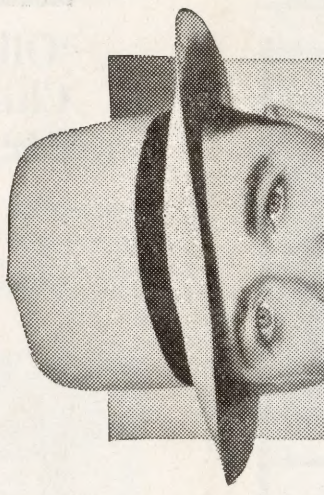
戲

THE MEN'S SQUARE SHOP

FOR THOSE HOT SUMMER NIGHTS



For A Welcome Change—
Try A Bow-Tie



PAL PET SHOP





EXPLOITATION



Banner Displays in Varied Shapes

A Cosmopolitan Production
A First National Picture

OIL FOR THE LAMPS OF CHINA

PAT O'BRIEN
JOSEPHINE HUTCHINSON
JEAN MUIR

VALANCE:

40" deep, made of transparent silkolene. Trimmed with 4" gold fringe. Be sure and send exact marquee sizes with your order. 55c per running ft.

OIL FOR THE LAMPS OF CHINA

PAT O'BRIEN
JOSEPHINE HUTCHINSON
JEAN MUIR

BURGEE

In two sizes on colored duck.
20" by 30" 50c
24" by 36" 75c

Valance and Wall Banner rental prices given on request.

Order direct from

OIL FOR THE LAMPS OF CHINA

PAT O'BRIEN - JOSEPHINE HUTCHINSON - JEAN MUIR

WALL BANNER

Banner is made of sun-fast, weather-proof material. Eyelets on edges allow easy erection on buildings.
Size 9' by 12' \$12.50
" 9' by 15' \$15.00

OIL FOR THE LAMPS OF CHINA

UPRIGHT BANNER

Made of flag material and readable on both sides. Size 30 feet by 3 feet—\$17.50 each.

ART FLAG Inc. 449 West 42nd Street New York City

25" Colored Star Circle

Hand-colored and mounted for lobby or front display. It's varnished and durable—and you'll be able to use it again on Pat's future films. Price \$3.75.



AT YOUR EXCHANGE

30" x 40" Enlargements



Provided with attractive molding at no extra cost if requested.

Black and White \$2.10
Hand Colored \$3.30

Order from address nearest your city

MASTER ART PRODUCTS, Inc.
New York City Boston, Mass.
630 Ninth Avenue 6 Winchester Street
Los Angeles, Calif. 1640 W. Washington St.
Chicago, Ill. 831 So. Wabash Avenue Philadelphia, Pa. 1225 Vine Street

Summer's Here ... Use Autos!



TIRE COVER

Of heavy durable cardboard with rubberoid slip cover. Prices: Singly, 45c each; 10 to 49—40c each; 50 or over, 35c each. Add \$2.50 for imprinting on orders of less than 100. Over 100, imprinting free.



BUMPER STRIP

Will fit all cars. Prices: Singly—18c each; 10 to 49—17c each; 50 or over—15c each.

Order both tire cover and bumper strip from
CLUFF FABRIC PRODUCTS
655 West 55th Street New York City

To Let The Bathers Know

Lookers in coolie coats walk the beaches with Chinese umbrellas (they're nicely colored and cheap) lettered with your title. The heralds they distribute do the rest.

Ducats to winners of swimming, diving, and boating contests. Be sure they let you put up displays in return for this.

If you can get a sailboat, banner the sail and ride close to the bathers.

Throw heralds in the bath houses. This works whether it's a beach you're after or local swimming pools.

Contest For Best Chinese Gardens For Florist Or Lobby

Loads of families have those little bowls with Chinese plants, pagodas and bridges in them. Have a contest for most interesting Chinese garden. Florists tieup or entries are put into lobby display. And we can picture the head in your paper: "Mrs. Blank Wins Strand's Oriental Garden Show," and a photo, too.

Use Coolie Coats and Curios In Department Store Tie-ups

Department stores sell loads of things from China. Coolie coats, curios, china, rugs and sandals are a few of the articles you'll find. Will they let you plant stills near their displays—or can you persuade them to run copy for you in their ads on this merchandise?

Wrestling Champ's Photo for Sport Page Plant



You like um be on sport page? Picture of famous Indian Chief, Little Wolf shown on set with Mervyn LeRoy and Pat O'Brien looks like a good chance to get there. Send us a dime, ask for still number OC Pub A32 and we'll shoot it on in heap big hurry!

2-Column Poem-Puzzle For 1-Day Contest

Ducats are usually offered for first ten neatest and nearest correct translations. Can also be used as a one-day feature, eliminating contest angle. They still come in regular 3 7/8 width and you get 'em by ordering Mat No. 207—20c.

PAT O'BRIEN
OIL FOR THE LAMPS OF CHINA
PICTURE POEM PUZZLE

Pat O'Brien himself, has brought fame and good cheer, to his home town, Milwaukee, first made famous by beer! Pat's as Irish as shamrock and the devil for fun; if a head's to be broken he'll see 'tis well done! He might have been born in Kildare or Killarney from the way he has with him of dishing the blarney! At Marquette, as a student of law, he went far—but went farther than that, as a gridiron star! His pal, booked to lead in the class-play, got mumps, and Pat said he'd pinch-hit and risk all the bumps! The big hand he got there, gave Pat such a kick he decided to act, and to start acting quick! Stock led to Broadway and a role in "Front Page" which took him to Hollywood—made him the rage! Since then in the talkies Pat's passed every test—in "Oil for the Lamps of Old China" he's best!

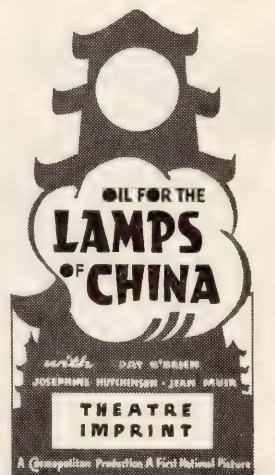
(SOLUTION)

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Doorknob Hanger

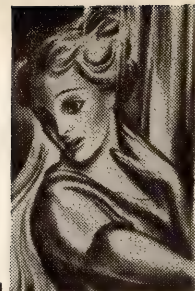
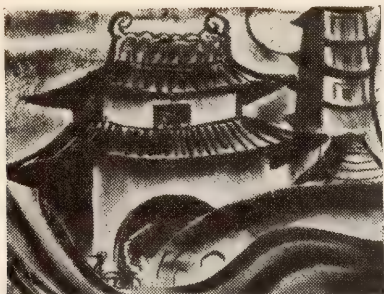
On heavy cardboard stock, 10" by 4". Handle is die cut to slip over doorknob or auto door handles. Price 1M—\$6; 5M—\$5.50 per M; 10M—\$5 per M.

Order from
ECONOMY NOVELTY CO.
239 West 39th St. New York City



Window Rice-Guessing Test

This one's a bit old, but—. Have grocery store put a small bowl of rice in window. Plant stills and copy offering ducats to guesser closest to number of grains of rice in bowl.



'Oil for Lamps of China' Next Big Strand Picture

"Oil for the Lamps of China," the latest Cosmopolitan production released by First National Pictures, which comes to the Theatre on, is heralded as both a most powerful drama and a stirring human document.

The novel by Alice Tisdale Hobart, upon which the picture is based, and which was one of the best sellers, is a most colorful delineation of the life of American pioneers in China, who fought flood, fire and famine, as well as pestilence and banditry, to carry on for the American firms whose business they carried.

Mrs. Hobart spent years in China, as the wife of an American business man, and got her information at first hand. She spent many years in collecting her data and five years in writing her vivid story.

The scenes for the most part are laid in the Orient, including the snow swept plains of Manchuria, Peking, Shanghai and the torrid interior.

The picture was more than a year in the making, for atmospheric shots were taken in Manchuria, a year before a camera crank was turned at the studio. Director Mervyn LeRoy spent several months in the Orient, studying China and Chinese customs, before beginning work.

A replica of a Chinese village was erected on the Warner Bros. lot, where hundreds of Chinese from Los Angeles and San Francisco collected in picturesque streets and houses.

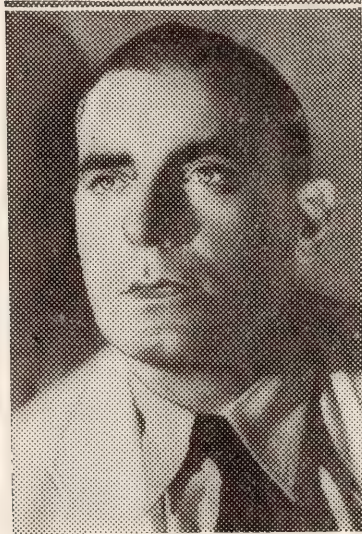
Pat O'Brien has the leading role, that of an American fired with enthusiasm to make good with his company, a great oil concern, and to bring light to China by the way of lamps and oil.

Josephine Hutchinson portrays the girl Pat marries and who, in the end, saves him from being cast aside by the company in whose service he had spent a lifetime of work.

Jean Muir and John Eldredge play the roles of friends of Pat and Miss Hutchinson, who, failing to understand Chinese methods, are broken on the wheel of adversity. Lyle Talbot also is broken by the life.

Arthur Byron has the role of No. 1 Boss, who ends his life when ordered to a minor position. Donald Crisp is one of the officials who dies in a swamp. Henry O'Neill is the new boss.

New Role Takes Him To China



Pat O'Brien, one of the important players in the cast of The Strand's filmization of "Oil for the Lamps of China," based on the best selling novel by Alice Tisdale Hobart.
Mat No. 103-10c

In Drama of Far East



Based on a best selling novel by Alice Tisdale Hobart, the Cosmopolitan Production "Oil for the Lamps of China," which First National Pictures will present at the Theatre on, has given to Pat O'Brien and Josephine Hutchinson (above) their most dramatic film roles.
Mat No. 203-20c

'Oil for Lamps of China' Is Feature At Strand Today

Alice Tisdale Hobart's best selling novel, "Oil for the Lamps of China," comes to the Theatre today as a Cosmopolitan production, released by First National Pictures.

Mrs. Hobart spent a large part of her life in China, and after years of collecting her data, spent five years in writing her story of the romance, sacrifice and hardship endured by the men and their wives who are the pioneers in introducing American oil into the Orient.

The picture sweeps from the snow wastes of Manchuria, through picturesque Chinese cities and villages to the torrid interior. There are shots also in the cherry blossom land of Japan and in New York.

Cameramen were sent to Manchuria early in 1934, to make atmosphere shots, more than a year before the picture was started at the studio. Director Mervyn LeRoy also spent some months in China studying the country and the customs of its people before even casting the picture.

Pat O'Brien, Josephine Hutchinson and Jean Muir head the cast which includes John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill, Donald Crisp and Ronnie Cosby.

Several hundred Chinese work in the picture in roles from important speaking parts to extras.

Film Scenes Taken In Manchuria

In order to make accurate scenes for the Cosmopolitan production, "Oil for the Lamps of China," which First National Pictures is presenting at the Theatre, it was necessary to make two important location trips, the first to Lone Pine, near Mt. Whitney, and the second to the big rock country near Chatsworth, Calif.

A year before the picture went into actual production the studio sent a special company to Manchuria to take what is called stock shots.

Sequences represented the Manchurian plains, Shanghai, Yokohama and New York.

Miss Hutchinson Wants to Surpass Her Stage Record

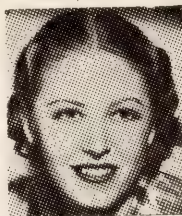
Josephine Hutchinson says she is out to surpass her stage reputation by her screen work.

She is now appearing in "Oil for the Lamps of China," the Cosmopolitan production released

JOSEPHINE HUTCHINSON

in "Oil for the Lamps of China" at the Theatre.

Mat No. 105-10c



by First National after making a highly impressive debut in "Happiness Ahead," a Warner Bros. picture.

"Oil for the Lamps of China," now showing at the Theatre, presents her in the highly dramatic role of the young wife of a pioneer in the oil business in China.

"I've given everything I have to this role," she says. "It's a big one and worth any actress's best efforts."

On the stage, with the Civic Repertory Company, Miss Hutchinson impressed Broadway with her outstanding portrayals in many varied classics, from the tragedies of Ibsen and Chekov to the fanciful "Alice in Wonderland."

Now that she's in Hollywood, and hailed as one of the most important of the screen newcomers, her resolution to reach stardom is fixed. She refuses to be "typed" and declares her ambition is to play as many diversified roles as possible.

"Oil for the Lamps of China" is a stirring romance in a most picturesque setting. There is an all star cast which includes besides Miss Hutchinson, Pat O'Brien, Jean Muir, John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill, Donald Crisp and others.

Mervyn LeRoy directed the picture from the screen play by Laird Doyle, based on the novel by Alice Tisdale Hobart.

The novel on which the picture is based, took five years to write, and the film itself was more than a year in the making.

(Review)

'Oil for Lamps of China' Scores Triumph at Strand

New Cosmopolitan Production One of Season's Most Notable Successes

ONLY once in a long, long time, there comes to the screen a picture of such vital import, gripping power and amazing human interest, as the Cosmopolitan production, "Oil for the Lamps of China," which was shown at the Theatre yesterday for the first time locally, as a First National release.

The picture is even more enthralling than the best selling novel by Alice Tisdale Hobart upon which it is based.

It has originality of plot, a colorful and intriguing background, and a romance as understandable as it is beautiful. There is thrilling action, strange adventure, with the spirit of pioneer men and women actuated by a burning ambition and loyalty to their jobs. A handful of Americans facing voluntary banishment from civilization, fighting flood, fire, famine, pestilence, banditry, a hostile people, and trying to break down the barriers of prejudice ingrained through the centuries.

Pat O'Brien, as the young American whose unbelievable loyalty to the firm he represents makes no sacrifice too great, no hardship too terrific for him, adds to the list of screen characterizations that have raised him high in the ranks of outstanding stars. His fans expect much of him, and he never disappoints them. In this role he is even better than in "Here Comes the Navy" or "Tirritation Walk."

Josephine Hutchinson, comparatively new to the screen, but a star of Broadway, proves her histrionic ability in the way she handles the part of O'Brien's wife, whose baby is born dead during her husband's absence.

She turns against him, embittered, believing that he cares more for the company than he does for herself and the child. But she fights her way back to sanity, realizing that a man must work as well as love.

Her heroic work in saving the life of the child of a friend, stricken with the dread colera, is another of the scenes that lift the picture far above others, even were there not a score more of smashing situations.

Jean Muir is delightful as the friend, while her husband, a part played by John Eldredge, does excellent work as the type of man who cannot understand Chinese customs and is eventually broken.

Ronnie Cosby as the child of the two misfits, shows great promise. Others who do fine work in their parts include Lyle Talbot, Arthur Byron, Henry O'Neill, Donald Crisp, George Meeker, Christian Rub, Edward McWade and Florence Fair, not to mention several hundred Chinese, who play everything from important speaking roles to extras.

Mrs. Hobart lived more than twenty years in China gathering the material for this book, and five years were spent in writing it. The picture itself was more than a year in the making, cameramen having been sent to the Manchurian frontier to make atmospheric shots early in 1934, before a single camera had ground a foot of film at the Warner Bros. studio.

Director Mervyn LeRoy also spent several months in the Orient studying Chinese people and their customs before he started the work of direction. He has turned out a masterpiece of entertainment, one that shows the genius that made possible such smash hits as "Little Caesar," "Five Star Final," "I Am a Fugitive from a Chain Gang" and his other big successes.

Boy Star Makes Hard Boiled Men On Film Set Cry

There was a tear-tug written into the script of the Cosmopolitan drama of Oriental life, "Oil for the Lamps of China," now showing at the Theatre. It was a scene in which Josephine Hutchinson and Jean Muir are bending over the bed of a child stricken with an Asiatic fever. Little Ronnie Cosby, 7-year-old child actor, plays the part of the child.

When camera and sound were synchronized and everything was ready for action, Director Mervyn LeRoy stepped forward.

"Now, Mr. Cosby," he said, "let's have some really dramatic stuff."

"Okay, Mr. LeRoy," piped Ronnie with a smile, and then his smile faded into the wan expression the scene required.

The scene is a brief one. There was terror in the eyes of the two girls who bent over the baby's bed. And, strangely enough, there were tears in the eyes of all the hard-boiled "props," "juicers," "grips" and other staff attaches of the picture.

"That's acting," commented Pat O'Brien. "If that kid can make these birds shed a tear—and he even got under my skin—what will he do to an audience?"

The picture is a thrilling drama with the picturesque background of China. In the cast are O'Brien, Josephine Hutchinson, Jean Muir, John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill and Donald Crisp. The screen play is by Laird Doyle.

Honors Anew



Jean Muir (above), starred with Pat O'Brien and Josephine Hutchinson in the Cosmopolitan production for First National, "Oil for the Lamps of China," coming to the Theatre on
Mat No. 101-10c



In Strand Hit



China, Manchuria, Japan and New York furnish the background for Pat O'Brien and Josephine Hutchinson (above) who have the leading roles in "Oil for the Lamps of China," at the Theatre.

Mat No. 102-10c

Miss Hutchinson Afraid to Visit Fortune Tellers

Josephine Hutchinson, who has the feminine lead in the Cosmopolitan production, "Oil for the Lamps of China," which comes to the Theatre on ... is afraid of fortune tellers.

The titian-haired actress believes in palmistry and handwriting analysis but is skeptical about astrology. She habitually tries to steer clear of all soothsayers.

"If a fortune-teller told me I was to have some bad luck on a certain day or week," she says, "I'd take it to heart so much that I'd actually make it come to pass, just thinking about it. So I don't go to fortune tellers any more."

First National Pictures studio executives, however, predict nothing but good fortune, including possible stardom, for the young actress. In "Oil for the Lamps of China," a stirring romance in a most picturesque setting, she has her best screen role.

Jean Muir Is Fearful About Eating Apples

According to the "rich man, poor man, beggar man" formula, Jean Muir, who has a leading role in "Oil for the Lamps of China," Cosmopolitan production which First National Pictures is now presenting at the Theatre, has a doctor in store for her.

In the picture she wears a dress which has 13 buttons down the back. Counting the buttons by the formula, the last ends on "doctor," which means that her groom, when he comes along, will be a doctor.

Knowing that an apple a day will keep the doctor away, Miss Muir isn't sure whether to spend all her time eating apples or to ignore the studio apple vender altogether.

"Oil for the Lamps of China" is a stirring romance in a most picturesque setting. There is an all star cast which includes Pat O'Brien, Josephine Hutchinson, Jean Muir, John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill, Donald Crisp and others. Mervyn LeRoy directed the production.

Pat O'Brien in 2 Films Leaps from China to Mexico **Jean Muir Now Building Model Theatre Stage**

Pat O'Brien, Warner Bros. star, worked in two pictures of a very different character at the same time. O'Brien had to skip from the snow fields of Manchuria to the sun-baked desert land of Mexico, all in the same day.

In "Oil for the Lamps of China," the Cosmopolitan production which First National Pictures will release at the Theatre on ... O'Brien within the space of two hours appeared in scenes with Manchurian, Shanghai and New York locales. Each scene meant a different costume. The same night he appeared in scenes with an Agua Caliente locale. The picture is a musical, "In Caliente."

When not appearing before the camera, Pat was changing his linen suit to furs or a tuxedo, or vice versa.

Besides O'Brien, the cast of "Oil for the Lamps of China," includes Josephine Hutchinson, Jean Muir, Lyle Talbot, John Eldredge, Christian Rub, Henry O'Neill, Arthur Byron and Donald Crisp. Mervyn LeRoy directed.

53 Boy Drummers Feted on Film Set By Pat O'Brien

Returning a compliment paid him by the Canfield Avenue Drum Corps, Pat O'Brien, First National-Cosmopolitan star, entertained 53 youthful drummers at a luncheon on the studio lot, during the production of the film, "Oil for the Lamps of China," now at the Theatre.

The boys, all between the ages of 6 and 12 years, participated in a program given recently at the Hollywood premiere of "Devil Dogs of the Air," a Warner-Cosmopolitan production starring Pat O'Brien and James Cagney.

After the luncheon, the boys, who attend the Canfield Avenue Grammar School, and Bill Rawdin, who directs them, were invited to visit the film set where O'Brien was working with Josephine Hutchinson, Jean Muir, Lyle Talbot and John Eldredge. Mervyn LeRoy, directed the picture, from the screen play by Laird Doyle, based on the stirring drama of Americans in China by Alice Tisdale Hobart.

While the rest of Hollywood is agog over the miniature toy trains, Jean Muir, now starring in "Oil for the Lamps of China," the Cosmopolitan production released by First National, at the Theatre, is constructing a model stage.

The finished product, according to Jean, will be about the size of a card table, with the proscenium arch adjustable, measuring from twenty-two to twenty-six inches. A complete set of lighting equipment that really works is being partly bought and partly hand-made by the enthusiast. The stage itself will be of the latest revolving type.

Upon completion of the model stage, Jean expects to reconstruct some of the sets from "Oil for the Lamps of China." These will then be photographed for future reference, as will other sets now planned to include classical plays and many of the current New York stage plays. She found her new hobby is not only more fun than any other she has had, but gives her an invaluable opportunity for first-hand research and experiment.

The cast includes, besides Miss Muir, Pat O'Brien, Josephine Hutchinson, John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill and Donald Crisp. Mervyn LeRoy directed.

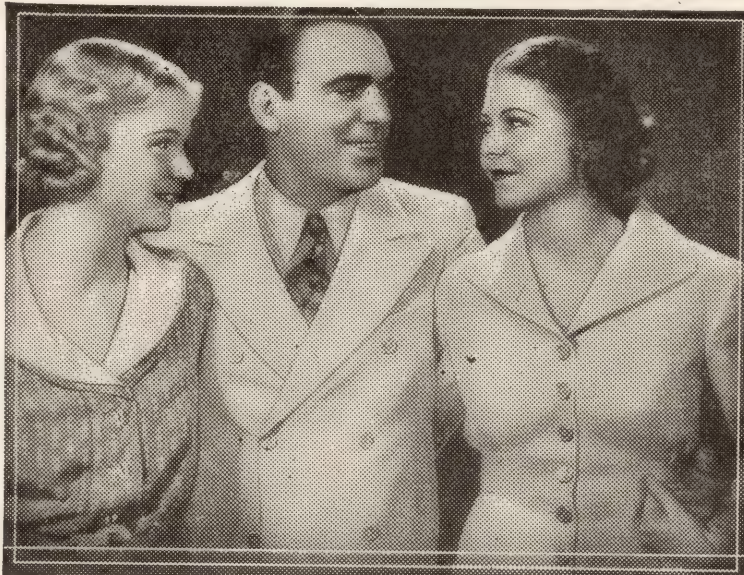
O'Brien Can't Kiss While a Camel Howls

To lend realism to the Cosmopolitan production, "Oil for the Lamps of China," which comes to the Theatre on ... the studio rented four camels, 23 donkeys, a brace of oxen and a small chow puppy.

One of the camels, however, proved to be a bad actor. During a love scene between Pat O'Brien and Josephine Hutchinson, the principals in the picture, the camel insisted on letting out the most unearthly howls.

Every time the two players got set for a kiss, the animal would start braying, setting the other beasts to bellowing, and the chow to barking. Director Mervyn LeRoy had to order the camel taken out before Pat could get a satisfactory kiss.

Stars of Strand's Hit



The trials of the industrial pioneers in the Orient form the theme of the Cosmopolitan Production "Oil for the Lamps of China," based upon the best-seller by Alice Tisdale Hobart, in which Jean Muir, Pat O'Brien and Josephine Hutchinson (left to right above) head an important cast. It took more than a year to make the picture, which will open at the Theatre on ...

Mat No. 201-20c

A New Idea In Illustrated Features!

A 2-column feature like this will be available on all Warner shows. It's an idea entirely different from anything we've seen and provides the answer to a question always in the minds of movie fans—"how did the stars get their start?" Read it—we're sure you'll like it!

How They Got to Hollywood



PAT O'BRIEN

currently featured in "Oil for the Lamps of China," was born in Milwaukee ... fell from high-chair at seven months ... was caught snitching an apple from a push-cart at three ... studied law at Marquette University and captained the football team ... his roommate, booked for the leading role in the class play, got the mumps ... Pat played the part and got such a big hand he decided to give up law for the stage ... toured in stock ... got a Broadway break ... acted in "Front Page" and was taken to Hollywood to do the same part on the screen!



JOSEPHINE HUTCHINSON

is the child of an actress who trained her from baby-days ... her first screen hit was when a child, with Mary Pickford ... won a scholarship to study music and drama ... played in a Washington, D. C. stock company ... discovered by Eva Le Gallienne who brought her to the Civic Repertory Theatre in New York where Warner Bros. found her!



JEAN MUIR

whose real name is Fullerton ... studied at the Sorbonne in Paris ... met John Drinkwater on return trip to New York and was signed to tour the United States in his "Bird in Hand" ... several Broadway productions ... a screen test ... Hollywood and stardom!



These stars are appearing in "Oil for the Lamps of China," the Cosmopolitan Picture released by First National, now at the Theatre.

Mat No. 208-20c

Noisy Crickets Two Buckets of Die Making Frogs Tears Land Jobs Croak for Movie For 25 Chinese

Two dozen frogs worked two nights in a cold Hollywood swamp for a modern picture, but they will never see their names in lights.

Each night they croaked. When Pat O'Brien and Donald Crisp, appearing in a scene of the Cosmopolitan production "Oil for the Lamps of China," which comes to the Theatre on ... plunged through a Chinese swamp, the frogs were particularly enthusiastic, yet they were noted only on the sound track. They have the consolation, however, of having won a grand fight against crickets.

Before the scenes were shot, Director Mervyn LeRoy sent orders to the properties department that there should be noisy frogs in that swamp.

"We can get frogs," the director was told, "but we can't guarantee they'll croak."

"Skip the frogs then," LeRoy said, "and get me about a thousand crickets—big noisy ones."

The two dozen frogs, getting wind of the cricket deal, made their way up the bank of the Los Angeles River, which runs through the studio lot, and took possession of the swamp.

The frogs croaked lustily throughout the filming of "Oil for the Lamps of China." No one but the frogs remember just what became of the crickets.

Roughly speaking, it took about two buckets of tears to land 25 women jobs in the Cosmopolitan production, "Oil for the Lamps of China," which First National Pictures will present at the Theatre on ...

Director Mervyn LeRoy wanted a certain type of woman to appear in a sequence of the film, so he called in 25.

At first it looked as though the women were on their way to a funeral. Everyone was in mourning, their faces covered by heavy veils.

Even before LeRoy could interview them they burst into loud wails, with tears—real ones—rolling down their cheeks.

LeRoy couldn't get a word in edgewise.

"I'll take the whole bunch. Send them around tomorrow," he said.

Then the women laughed. They clustered around LeRoy and thanked him for giving them work.

The twenty-five women were Chinese. They mourn at the funeral of a baby. The tot is the offspring of the two principal characters of "Oil for the Lamps of China," played by Pat O'Brien and Josephine Hutchinson.

The picture is a thrilling drama with the picturesque background of China. Others in the cast include Jean Muir, John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill and Donald Crisp. The screen play is by Laird Doyle, based on the novel by Alice Tisdale Hobart.

Death When 35 Predicted for Josephine Hutchinson

Leading Lady in 'Oil for the Lamps of China' Victim of Fortune Tellers

By LINDA LEATH

WHEN Josephine Hutchinson was a little girl, she had her fortune told—twice.

"You will die when you are thirty-five years old," both fortune tellers told her, several months apart. That changed Josephine's whole life, for she believed it.

The first fortune teller to warn her that she was to die young, and even named the year, was a tea leaf reader.

She had almost forgotten the matter when she consulted another seer, a palmist this time. She was told the same thing! That was too much.

If she had been older, she might have known how to protect herself against such insidious mental suggestion. As it was, the damage was done.

The subject had come up when a famous hand-writing expert entered the Cosmopolitan Production sound stage where Josephine sat studying the script for "Oil for the Lamps of China" First National Pictures will present at the Theatre on She asked to see a specimen of the actress' handriting, and promised to analyze the character it revealed. "Jo" was tempted.

Avoids Searching Future

"She only tells personalities, doesn't she?" she queried. "Will she tell about the past? Well, that's all right," she compromised, "but tell her to skip the future! I don't want my fortune told."

When she returned, she told me the amazing reason for this strange request. Since the day the second fortune teller told her she would die at thirty-five, she has never had her palm read. Crystal gazing, card-reading, spiritualistic seances likewise are out. If she finds tea leaves in her cup, she drinks them. She has a horror of horoscopes.

"I went home from that second fortune teller's, that awful day," she said, "literally frightened half to death. If she had told me I would die in another week, or month, I'm sure I would have obliged her simply by thinking myself into it. As it was, I got a break—she put the deadline many years away."

But these dire prophecies did a queer psychological thing to Josephine Hutchinson. They influenced her entire life.

"Pretty soon the fear wore off," she said. "After a while I thought I had forgotten it entirely. But all the time, down underneath, there was some part of me that took it as calm, indisputable fact that my time was limited."

"One day, long after I was grown up," Josephine continued, "I took myself aside for a thorough, mental going-over. And, to my horror, I discovered that, all these years, I had never thought about old age, or even middle age. Everything I ever wanted to be, or do, was planned to end at that fatal year of my life! Beyond that—nothing."

Is No Longer Afraid

She leaned back in her canvas chair and smiled. "It was dreadful," she said. "But after all, it was not without its silver lining perhaps."

For Josephine Hutchinson, preparing for death at thirty-five, "speeded" up her life. Made definite plans. Got places quicker. And now that she has expelled the superstition forever from her mind, she finds herself, still young, near the top of her profession—and with most of her life yet before her.

"When I made the discovery—how this belief had clutched me,

O'Brien Gets Lost in Film Snow Storm

Pat O'Brien, starring in the Cosmopolitan picture, "Oil for the Lamps of China," which comes to the Theatre on, takes his work very seriously.

A scene called for him to push his way through a studio staged snow storm. Pat pushed his way through but failed to turn into the yard of his Manchurian house. Instead, he walked almost into the camera.

First Pat said that he was "snow blind." Later on, changing his mind, he said that the snow was so thick that he couldn't see where he was going.

Jean Muir Overwhelmed With Marriage Proposals

Featured Lead in "Oil for the Lamps of China" Gets Them in Every Mail

WITHIN the short space of eighteen months Jean Muir, now playing a leading role in the Cosmopolitan production "Oil for the Lamps of China," which First National Pictures will present at the Theatre on has become the Hollywood girl who receives the greatest number of marriage proposals.

Jean is the same sweet and simple girl today that she was before she sky-rocketed to fame, but now that she is better known, she has become the ideal of hundreds of wife-seekers.

The individuality of Jean Muir in her role opposite Richard Barthelmess in "A Modern Hero" and her real life wholesomeness in her interpretation of the leading character in "As the Earth Turns" were the first two sparks to ignite an avalanche of marriage proposals upon her.

Her winsomeness in Joe E. Brown's picture, "Son of a Sailor" together with her naturalness in the very difficult role she portrayed in "Desirable" further contributed in making the girl the target for countless pleas for partnership in marital bliss.

A stock broker in New York asked her hand in marriage, writing to explain that her sincerity in many screen roles had won his heart although he had always been considered a confirmed bachelor. A large estate on the Hudson, yachts, diamonds, society life was hers for the taking.

A Canadian trapper, a sailor in the Far East, a consul in European diplomatic circles, a Brazilian plantation owner, a Chicago architect, an actor in Sweden, a motorman on the B. M. T., these and many others want Jean Muir as a wife.

When Jean first landed in Hollywood she led a wall-flower existence. Now she is seen at a preview with Francis Lederer, a cocktail party in company of Dick Powell, a theatre party with Lynn Riggs, the popular playwright, and she has been seen at dinner parties with William Powell as her attentive escort.

These men, who cause heart throbs for thousands of fair ladies throughout the world, are the men now paying her attentions.

JEAN MUIR

in "Oil for the Lamps of China" at the Theatre.

Mat No. 106—10c



Miss Muir's name has most recently been romantically linked with John Eldredge, who appears as her husband in the Warner Bros. production, "Oil for the Lamps of China," with Pat O'Brien and Josephine Hutchinson, but both Miss Muir and Mr. Eldredge have denied existence of the truth in the rumor.

"Oil for the Lamps of China," is a stirring drama with a most unusual romance, set in the Orient. The all star cast includes besides Miss Muir and Eldredge, Pat O'Brien, Josephine Hutchinson, Lyle Talbot, Arthur Byron, Henry O'Neill and Donald Crisp.

The picture was directed by Mervyn LeRoy from the screen play by Laird Doyle, based on Alice Tisdale Hobart's novel.

Nearly 400 Chinese men and women appear in the picture, having roles that range from important speaking parts to appearances in the mob scenes.

Summer's Favored Fashions Shown By Stars



For summer sports, JOSEPHINE HUTCHINSON chooses a two-piece sports frock of pastel crepe.

A pert pill-box hat with grosgrain bow and chenille-dotted veil tops JEAN MUIR'S dotted crepe town frock.



JOSEPHINE HUTCHINSON'S favorite hat is a wide-brimmed Breton sailor of white felt, trimmed with narrow grosgrain ribbon.

These players, together with Pat O'Brien, head the cast of "Oil for the Lamps of China," new Strand hit based upon the famous best-seller.

Crisp cotton in a checked design is JEAN MUIR'S first choice for summer evenings. The sash is of wide taffeta.

Mat No. 301—30c

Mervyn LeRoy had to Study Chinese to Direct Movie

Many Among the 400 Asiatics in 'Oil for the Lamps of China' Cast Knew No English

MOTION picture directors have many unusual assignments and are compelled to acquire many odd assignment of accomplishments. Few however are called upon to learn how to talk Chinese before directing a picture made in Hollywood.

Mervyn LeRoy, who directed the Cosmopolitan Production "Oil for the Lamps of China," which First National Pictures will present at the Theatre on, had to study the language in order to make his directions intelligible to the 400 Chinese working in the picture, some of whom did not understand a word of English.

Pat O'Brien and Josephine Hutchinson, who, with Jean Muir, head the all star cast, also tried to master a few words, but their efforts were not successful. O'Brien's advice to those who would learn to pronounce the words barked out with ease by LeRoy, is "Don't try."

Yet anyone who has ambitions to direct a picture with a Chinese locale, might as well start now memorizing the following:

Tso jar—action; buyao chang—silence; jin—cut chee sing—

roll 'em; chee gong—lights; cact hi—dialogue; mun chun—time out; wu fan—lunch; ting—hold it; tao yen—director; fu tao yen—assistant director; she ying—cameraman.

"Tao yen" LeRoy was tutored by his technical advisor.

"Oil for the Lamps of China" is a stirring drama of Americans in the picturesque atmosphere of China. Besides O'Brien and Miss Hutchinson, the cast includes Jean Muir, John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill and Donald Crisp.

The screen play is by Laird Doyle, based on the novel by Alice Tisdale Hobart.

O'Brien Rushes from Furs to Flannels

This could only happen in Hollywood.

Busy in two pictures, Pat O'Brien left the set of the Cosmopolitan Production "Oil for the Lamps of China" at 6 p.m., rushed to his dressing room, took off his furs, put on flannels and in a half hour was on the set for "In Caliente."

"Oil for the Lamps of China," now showing at the Theatre, is laid in Manchuria and "In Caliente" in Mexico.

O'Brien Digs Up Strange Ways of Torture in China

Film Star Does His Own Research Work for "Oil for the Lamps of China"

IT was necessary to do considerable legal research for the Cosmopolitan production based on Alice Tisdale Hobart's famous novel, "Oil for the Lamps of China," which First National Pictures will present at the Theatre on The production office found a willing aide in the former Marquette College law student and star of the picture, Pat O'Brien.

Some of the facts brought to light by Pat O'Brien while preparing for his most dramatic role are extremely interesting.

PAT O'BRIEN
in "Oil for the Lamps of China" at the Theatre.

Mat No. 104—10c



He discovered, for instance, that some of the most primitive modes of punishment for crime are still in existence in China.

A district magistrate, called the Chih-Haien, decides the routine police cases. This man also acts as the coroner and sheriff, hears suits for divorce and breach

of promise, and is the court of first resort in all civil actions.

Pat O'Brien found that the penalty for taking a case first to a higher court, without first going through the Chih-Haien, is fifty blows with the bamboo on the naked thigh.

Persuading a Witness

Appeal from the Haien court lies to the Fu or prefectural court and thence cases may be taken to the provincial judge who signs death warrants, while the final Court of Appeals is in Peking.

Flogging is the only form of corporal punishment which has been allowed in China since the Manchus.

An obdurate witness is laid on his face and the executioner

delivers his blows on the upper part of the thighs with the concave side of a split bamboo stick, the sharp edges of which mutilate the sufferer terribly.

This punishment is continued until the witness gives the required information or becomes insensible.

For capital offences the usual modes of inflicting the extreme penalty of the law are, in bad cases, such as patricide, "cutting to pieces," and for less aggravated crimes either strangulation or decapitation.

When a person of rank is condemned to death, a silken cord is sent to him at his home. No explanatory message is considered necessary and he is left to consummate his own doom.

The laws are in accord with the principle which regards the family as a unit. There are no bankruptcy laws and when a debtor's own estate will not suffice to satisfy a judgment the deficiency must be made up by his relatives. If a debtor absconds his immediate family are imprisoned, O'Brien learned.

Has Not Stopped Crime

Foreigners residing in China resented the application of this principle of law to themselves. As a result extraterritorial rights were sought by European powers. Russia was first to secure these rights in 1689. No other nation was able to secure them until 1843.

Today practically every foreign country maintains the right to consular courts for the trial of their own subjects according to the laws of their native lands.

Pat O'Brien believes that this primitive code of punishments in force in China makes a startling example for Americans who are constantly harping on corporal punishment as a means to deter crime. "There is no country in the world," says Pat, "where crime is more rampant than in China."

"Oil for the Lamps of China" is based on the best selling novel by Alice Tisdale Hobart, who worked on her book for years before completing it.

In the cast besides Pat O'Brien are Josephine Hutchinson, Jean Muir, John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill and Donald Crisp. There are 400 Chinese in the cast.

LeRoy Makes Thorough Study of China for Film

Director of "Oil for the Lamps of China" Spends Months in Country

TO be a first class director in Hollywood, one must know more than how to wield a megaphone and yell "quiet please."

An "ace" director knows a great deal about everything, which is one of the reasons why, when given vacations, they spend their time traveling around the world.

Mervyn LeRoy, one of Warner Bros. ace directors, spent nearly a year visiting the principal countries of the world.

He had just married, and he had been detailed to direct "Oil for the Lamps of China," the Cosmopolitan production released by First National, which comes to the Theatre on

So LeRoy, who directed "Five Star Final," "I Am a Fugitive from a Chain Gang" and other hits and his bride, the former Doris Warner, left Hollywood to see the world. Mrs. LeRoy wanted to study fashions; he was going to study customs, traditions and languages.

Knowing that "Oil for the Lamps of China" must be technically correct, the director planned his trip so that he could spend months in China, the scene of the film.

In China the LeRoys took hundreds of pictures and made thousands of notes.

They learned to eat with chop sticks, visited Chinese churches, learned hundreds of proverbs, and made many new connections.

While the director was traveling, Laird Doyle, Warner Bros. writer, spent long hours writing the screen play for "Oil for the Lamps of China."

During the same time, Robert Haas, art director assigned to the picture, read books on China, studied pictures and generally buried himself in Chinese data.

At the end of the year, all three men had a pretty good idea of what Alice Tisdale Hobart had in mind when she wrote her best-seller, "Oil for the Lamps of China."

Months before LeRoy called



Director Mervyn LeRoy (left) spent months studying Chinese customs before he started filming "Oil for the Lamps of China" in which Pat O'Brien (center) and Josephine Hutchinson (right) have leading roles. Mat No. 205—20c

his company together he and Haas went into conference. The artist and his staff presented drawings of sets to the director.

LeRoy approved the majority of the drawings submitted. He made a few suggestions, however, for the drawings of the Manchurian plain. LeRoy had spent several weeks in Manchuria, living with a family there.

Also having visited Japan, LeRoy had a few suggestions to offer when the large set of a Japanese tea house was erected.

In addition to assisting Haas,

LeRoy had numerous suggestions to offer during the filming of the picture. Among other things, he was definite in his ideas as to how Chinese and Japanese costumes should appear and be worn.

"Oil for the Lamps of China" is a stirring romance in a most picturesque setting. There is an all-star cast which includes besides O'Brien and Miss Hutchinson, Jean Muir, John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill, Donald Crisp and others. The screen play is by Laird Doyle.

His Most Dramatic Role



Being captured by Chinese bandits, as shown above, swimming through rice swamps and battling Manchurian snow storms are just a few of the adventures that befall Pat O'Brien, one of the many stars in "Oil for the Lamps of China," coming to the Theatre on Mat No. 202—20c

'Oil for Lamps of China' Over Year in Making

Preliminary Shots for Film Taken in Manchuria Early in 1934

"OIL for the lamps of China," the Cosmopolitan production released through First National which comes to the Theatre on, was started more than a year ago.

The preliminary work began early in 1934 when arrangements were made for taking exterior shots in Manchuria, scene of events described by the author.

That the production might be authentic in all respects, the studio sent out a party to find a location which had all the appearances of a Manchurian plain.

Following several months of travel, location men found a location near Lone Pine Calif., in the shadow of Mt. Whitney, the highest peak on the North American continent.

But a few miles from the location is Death Valley, the lowest point on the continent.

Between these two internationally known geographical locations many of the scenes for "Oil for the Lamps of China" was filmed.

Mervyn LeRoy the director, persons traveled on a special train to the location. In addition to the cast, which included 26 Chinese recruited from Los Angeles Chinatown, several trucks loaded with animals were sent to Lone Pine.

To give the picture the necessary Chinese touch, as revealed in the novel by Alice Tisdale Hobart, several scenes were shot of caravans of camels and oxen.

Chinese Town Erected

A small town, near the location, was completely remodeled and the houses were decorated in Chinese style. The town is a post of a marble company, which annually removes thousands of tons of marble from a range of mountains across the valley from Mt. Whitney.

Included in the properties taken to the location were six tons of straw, two tons of burlap, 500 oil can boxes, 200 five gallon oil cans, nine Chinese carts built by the Warner Bros. prop department, an ex freight wagon with eight foot wheels, also constructed by the studio, four Chinese wheelbarrows and hundreds of gallons of paint.

A feature of the scenes taken on location to be seen in the picture will be a wind storm, staged by the property and electrical departments, which at one time

threatened to blow over the camera.

Another feature will be scenes of a fire around several oil tanks. Pat O'Brien plays the lead and Josephine Hutchinson has the role of his wife.

With most of the exterior shots for the film taken in Manchuria and at Lone Pine, the company then went to work on the First National lot, filming interiors.

Unusual in theme, the story has to do with an American employed by an oil company in China. Throughout the play, the central character, O'Brien, is found to have devoted his life to the company, even though, as he says it, he is "just a number."

Experts in China Engaged

The story takes its name from an incident early in the picture when O'Brien invents a lamp which is given free to Chinese by the company, the purpose of the "donation" being to increase the sale of oil in China.

Wheaton Chambers, who has spent a number of years in China and who speaks the language, was employed as technical director. Others called upon to offer technical advice were Director LeRoy, who had recently returned from China with his bride, the former Doris Warner; Irva Ross, the script girl who also has lived in China; Talbot, said to be one of the best informed Americans on Chinese customs because of his associations in San Francisco Chinatown, and the 26 Chinese players.

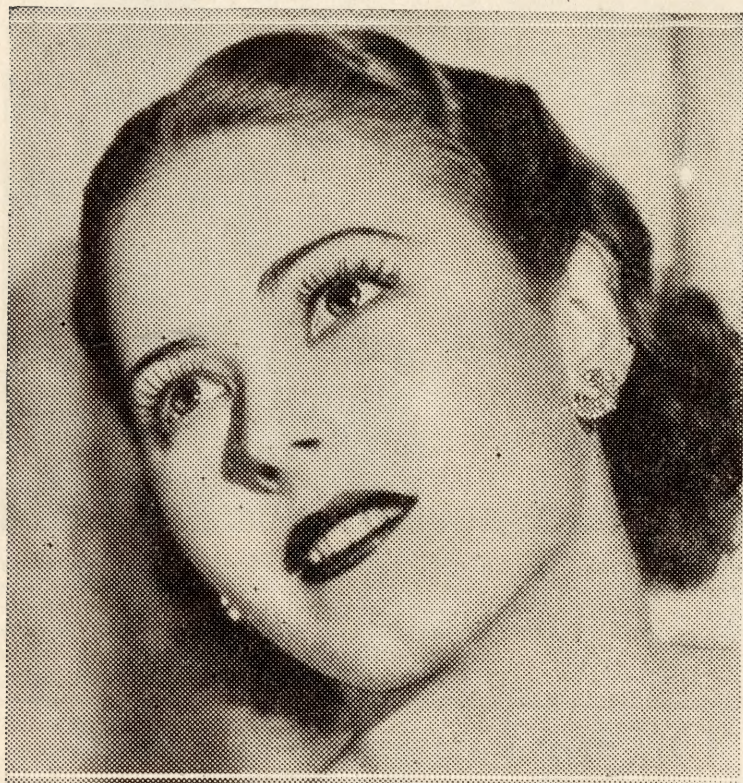
Tony Gaudio, one of Hollywood's best known cameramen, had the important assignment of filming the picture.

"Oil for the Lamps of China" is a thrilling drama with a most unusual romance. The all star cast includes Pat O'Brien, Josephine Hutchinson, Jean Muir, John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill and Donald Crisp.



[Special for Women's Page]

Red Hair Care Explained by Josephine Hutchinson



Mat No. 206—20c

"CARROT-TOP! Red-head! Fire-brand!" Every little girl with auburn tresses hears those names during her childhood—much to her resentment, as a rule. But a few years later, she has her day of glory when she lifts her head of burnished gold proudly above the crowd.

But the girl with gorgeous red-gold hair must be more careful than her sisters in selecting her coiffure, according to Josephine Hutchinson, whose latest picture, the Cosmopolitan production, "Oil for the Lamps of China," will be presented by First National at the Theatre on

"When red hair is dressed too elaborately, the effect is likely to be spectacular rather than smart and beautiful," the lovely red-haired Warner Bros. star explained. "This is because the color is so conspicuous that any other than the simplest coiffure seems ostentatious and overdone.

"Red or red-gold hair should be worn in the simplest manner possible. It should be brushed and brushed and brushed, until it gleams and catches every light. It should be swept away from the face so that it frames the

eyes but does not shroud them.

"The length should depend upon the structure of the face. If a long bob is most becoming, that is all right—as long as it is never allowed to become frowsy. A short bob, too, must never be 'gamin-like,'" Miss Hutchinson went on.

"Always, the keynote of red-gold hair should be dignity. Short or long, straight or waved, it must mold the head like a helmet. That's the only way to bring out the real color and whatever beauty it may have.

Miss Hutchinson's own tasteful coiffure is eloquent evidence of correctness of her opinion, as you can see for yourself.

Miss Hutchinson Wears Sensational Suit

Although the Cosmopolitan picture, "Oil for the Lamps of China," which comes to the Theatre on, is laid in Manchuria, Orry-Kelly, the studio dress designer, did not neglect Josephine Hutchinson, leading lady in the picture.

For a short scene in which she appears in New York, Orry-Kelly designed for her a smart brown suit with leather button trimmings. The suit is expected to cause a sensation.

Two Players Change Costumes 51 Times

Pat O'Brien and Josephine Hutchinson, stars of the Cosmopolitan picture, "Oil for the Lamps of China," which First National will release at the Theatre on, spent most of their time, when not before the camera, changing their costumes.

After each made 15 changes, they decided to make a bet as to who would have the most during the picture. A dime was involved. A check with the wardrobe department revealed that Pat had 26 changes and Miss Hutchinson 25. Pat put the dime in the bank of the baby, Mavoureen.

400 Chinese Play in Drama of Orient

Four hundred Chinese of all ages were employed in the First National-Cosmopolitan production, "Oil for the Lamps of China," which comes to the Theatre on

Their roles include everything from important speaking parts to soldiers and extras. Pat O'Brien and Josephine Hutchinson have the leads.

LeRoy Teaches Actors To Use Chopsticks

Director Mervyn LeRoy spent more than 30 minutes on a set of the Cosmopolitan Production, "Oil for the Lamps of China," which, released by First National comes to the Theatre on, in teaching Pat O'Brien and Josephine Hutchinson how to use chop sticks. LeRoy learned how to use the sticks during his recent honeymoon trip around the world.

Pat O'Brien Gets Painful Sunburn In Making Film

Pat O'Brien, star of "Oil for the Lamps of China," the Cosmopolitan Production released by First National which comes to the Theatre on, don't mind working long hours and doubling for his stand-in, but he can't get enthusiastic over a sunburned face.

O'Brien, on the first day of shooting on location, at Lone Pine, Cal., had to lead mules drawing a wagon across the desert.

Because Director Mervyn LeRoy was determined to get the desired angles, O'Brien crossed the space of desert at least two dozen times.

Although the Warner Bros.-Cosmopolitan star is known to spend many hours at the beach, on the golf course and in the saddle when in Hollywood, the desert sun got the best of him.

His face was so badly sunburned he couldn't shave for the next scene, much to LeRoy's dismay.

[Special for Women's Page]

Match Coiffure to Costume Advises Lovely Jean Muir



Mat No. 204—20c

JEAN MUIR, lovely young Warner Bros. star, is one of the first girls in Hollywood to adopt the new "off-the-face," sleekly-brushed-back coiffure. And there's a reason for her enthusiasm for this mode that is "trying" to so many women.

"Frocks this season are severely simple and unadorned, relying upon gorgeous fabrics and classic lines for their smartness. In order to complement such lovely, classic beauty, a girl must wear her hair in a manner that carries out the spirit of her frock," explained the talented Miss Muir, whose latest picture, "Oil for the Lamps of China," the Cosmopolitan Production released by First National opens at the Theatre

"I think every detail of a woman's appearance should conform to the feeling of the entire ensemble. Jewelry, makeup, coiffure, should belong to the dress or hat or coat she is wearing," she continued.

"With a bouffant evening gown, I wear my hair in soft ringlets about my face. With a trimly tailored street frock, I loosen the waves but keep my hair close to my face in a very neat effect.

With sports clothes, a careless, casual coiffure is best. And of course with the gorgeous, glamorous evening gowns of this classic mode, the hair brushed away from the face, disclosing the tips of the ears, is by far the most appropriate."

Of course Miss Muir is fortunate in having hair that is becoming in any coiffure she selects. But that is partly because she always takes good care of her hair. A thorough shampoo at least once a week, a brisk brushing every night and a hot-oil treatment twice a month comprise Jean's routine for her hair. And one look at her proves that her care and trouble are well worthwhile.

Chinese Actor Crashes Movies By Peanut Route

Willie Fung, Former Vender, Now Appearing in "Oil for the Lamps of China"

A DOUBLE-JOINTED roasted peanut was used as ammunition to break down the Great Wall of Hollywood.

The man behind the peanut was Willie Fung, whose face is better known than his name. He has worked in practically every picture using Chinese characters.

Some day Willie hopes to return to China where he was born, but until he has saved up enough money to start his own motion picture company

there he is going to work in the movies and study Hollywood technique.

Way back in 1921 Director Alan Holubar made a picture. The cast included many of the names now famous. There was a role for a Chinese. He should have a smiling face.

Determined to get the right character, Holubar spent days in Los Angeles and San Francisco's Chinatown.

For a week he looked without success, until he dropped into a peanut store. Behind the counter was Willie, all smiles. Holubar was the day's first customer.

A day or so later Willie was on his way to Hollywood.

Since then Willie has made good. He has stock in one of the country's largest automobile companies, and wears expensive but conservative clothes.

Willie has never returned to China. About the nearest he ever got there was when he went to Lone Pine on location with the Cosmopolitan production "Oil for the Lamps of China" company, which First National is now showing at the Theatre.

Willie reads the newspapers, and when he saw that "Oil for the Lamps of China" was to be filmed, he sought the role of Pat O'Brien and Josephine Hutchinson's servant.

Willie got the job.

Chinese Actor Sings Native Lullaby

Screen audiences who see the Cosmopolitan production "Oil for the Lamps of China," which comes to the Theatre on, will hear a Chinese song in one sequence which is sung by many a Chinese mother to her babes.

Willie Fung, Chinese actor, who sings the lullaby while holding the yarn for Josephine Hutchinson, learned it years ago on a junk in the Yangtse River, where he was born.

Chinese Unable to Ride Native Junk

Willie Fung, who is Pat O'Brien's No. 1 Boy in the Cosmopolitan production "Oil for the Lamps of China," now showing at the Theatre, is through paddling around in Chinese junks.

Between scenes on a Chinese waterfront, Willie, with three of the 400 Chinese on the set, decided to try out one of the boats.

Willie stepped into the boat without the necessary technique. Willie was fished out of the water!

Runaway Pig Raises Havoc on Movie Set

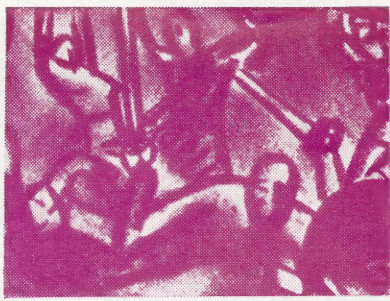
While his mother and five brothers and sisters looked on, one small pig became the most sought after animal on the Cosmopolitan lot during the filming of "Oil for the Lamps of China," now showing at the Theatre.

On a specially built Chinese market street, the pig managed to squeeze out of its pen. Apparently not interested in the movies, it started running all over the street, knocking down piles of cabbage and generally throwing the film company into an uproar.

While Josephine Hutchinson, Jean Muir and other women in the cast stood on boxes, Director Mervyn LeRoy with the prop men started out in hot pursuit. Only after an hour was the pig captured.

Cameraman Tony Gaudio kept the camera grinding during the hunt, and the sound men recorded the shouting of the company and the squeaks of the pig.

"Oil for the Lamps of China," a First National release, is a smashing drama with a most unusual romance, based on the novel by Alice Tisdale Hobart.



PRODUCTION DETAILS



THE STORY

Stephen Chase (*Pat O'Brien*) is a young American sent to China to represent a great oil company. Jilted by one woman who refused to endure the hardship of life on the frontier, he persuades Hester (*Josephine Hutchinson*), who had been left alone in the Orient on the death of her father, to marry him, although he had known her but a few hours.

Later they fall deeply in love, but this is strained when Chase leaves his wife at child birth to fight a fire that is threatening to destroy the company tanks. The child dies and for a time she is terribly embittered, thinking her husband cares more for his company than for her and the child.

One of their friends, Jim (*Lyle Talbot*) gets sick of the drudgery and returns to New York. Chase and his wife also return later and decide to quit China, but when they find Jim down and out, because, as he explains, life in the Orient unfits a man for anything else, they return.

Alice (*Jean Muir*) and her husband, Don, (*John Eldredge*) are two of the Chases' best friends, but Don does not understand the Chinese and Chase is forced to transfer him. This makes Hester

furious again, for she loved their neighbor's boy Bunsy (*Ronnie Cosby*) whom she had nursed through the dreaded cholera.

Communism breaks out and bandits overrun the country. Chase is ordered to give the company's money to the bandit soldiery. He escapes with MacCargar (*Donald Crisp*) and makes his way through a swamp to safety, although MacCargar is shot and killed.

Having saved the company's money Chase becomes a hero. But Hartford (*Henry O'Neill*) a new man comes to take charge of the company, and demotes Chase to an office boy's job. Years ago Chase had invented a lamp which so increased the sale of oil that the company had made millions out of it.

Hester, being practical, had had this patented while she was in New York. She goes to the new boss and demands that her husband be given an important job telling him she controls the patent rights for the lamp. He gives in.

Chase, that night returns to his home overjoyed and tells his wife he knew the company never forgot its men. He knows nothing of his wife's part in the matter, and she never tells him.

BIOGRAPHIES

Pat O'Brien

Pat O'Brien was born in Milwaukee, Wis., and educated at Marquette University where he studied law and starred in football. He gave up law to join a stock company and finally drifted to New York, making his first Broadway appearance in "Gertie."

While rehearsing for the lead in "Tomorrow and Tomorrow" his release was purchased and he was taken to Hollywood to play Hildy Johnson in "The Front Page," his first picture.

His most recent pictures are "Devil Dogs of the Air," "Flirtation Walk," "I Sell Anything," "Here Comes the Navy," and "Twenty Million Sweethearts." He is now appearing in "Oil for the Lamps of China," which comes to the Theatre on.....

Lyle Talbot

Lyle Talbot was born in Pittsburgh where his father was manager of a stock company. After several years in stock and in the Little Theatre field, he was signed by Warner Bros.-First National for a role with Douglas Fairbanks, Jr. in "Love Is a Racket."

Since then he has appeared in many outstanding productions, including "While The Patient Slept," "Red Hot Tires," and "Murder in the Clouds." His current feature is "Oil for the Lamps of China," which comes to the Theatre on.....

Josephine Hutchinson

Josephine Hutchinson, the famous stage star, made her real bow on the screen in the Warner Bros. production of "Happiness Ahead," although as a child, she played a small part in a silent picture with Mary Pickford, called "The Little Princess."

Miss Hutchinson started her professional stage career in Washington, D. C., where she worked for three years in stock. Her first New York play, which called attention to her talent, was "A Man's Man." Later she played in the Civic Repertory Theatre with Eva Le Gallienne.

Her pictures include "Happiness Ahead," "The Right to Live," and her current production, "Oil for the Lamps of China," which comes to the Theatre on.....

Arthur Byron

Arthur Byron is one of the best known actors on the American stage and has been associated with it all his life.

Born in Brooklyn, New York, in 1872, of theatrical parents, he launched upon his stage career in 1899 working with his father.

His screen work includes "The Man With Two Faces," "Twenty Thousand Years in Sing Sing" and "The Secret Bride."

His current production, "Oil for the Lamps of China," is now showing at the Theatre.

Jean Muir

Jean Muir was born in New York City, received her education in private schools in the East, and upon graduation studied in Paris.

Returning to America, she met John Drinkwater on the boat. He became interested in her stage ambitions and gave her a position in his company on Broadway, she soon became well-known through fine performances in "The Truth Game," "Peter Ibbetson," "Melo," "Life Begins" and "St. Wench."

Her latest pictures include "The White Cockatoo," "Gentlemen Are Born," "Desirable," and "Dr. Monica."

Her current production is "Oil for the Lamps of China," which comes to the Theatre on.....

John Eldredge

John Eldredge was born in San Francisco, his grandparents having come to the West Coast at the time of the Gold Rush in '49. He was educated at the University of California where he made a specialty of dramatics.

Later he went to New York, where he made a hit on Broadway in "Goodbye Again." His first picture was in a role he played on the stage, which Warner Bros. produced under the title of "The Man With Two Faces."

Eldredge has an important role in "Oil for the Lamps of China," showing at the Theatre.


CAST OF CHARACTERS

Stephen Chase.....	Pat O'Brien
Hester.....	Josephine Hutchinson
Alice.....	Jean Muir
Don.....	John Eldredge
Jim.....	Lyle Talbot
No. 1 Boss.....	Arthur Byron
Hartford.....	Henry O'Neill
MacCargar.....	Donald Crisp
Bunsy.....	Ronnie Cosby
Kin.....	Willie Fung
Ho.....	Tetsu Komai
Kendall.....	George Meeker
Dr. Jorgen.....	Christian Rub
Dan.....	Edward McWade
Miss Cunningham.....	Florence Fair
Swaley.....	William Davidson
Clements.....	Joseph Crehan
Young Chinese.....	Keye Luke
Speaker.....	Willard Robertson

PRODUCTION STAFF

Director.....	Mervyn LeRoy
Screen Play by.....	Laird Doyle
Based on the Novel by.....	Alice Tisdale Hobart
Photography by.....	Tony Gaudio
Film Editor.....	William Clemens
Art Director.....	Robert M. Haas
Gowns by.....	Orry-Kelly
Musical Director.....	Leo F. Forbstein

OFFICIAL BILLING

	"Oil For The LAMPS OF CHINA" By Alice Tisdale Hobart with Pat O'Brien—Josephine Hutchinson—Jean Muir Lyle Talbot—Arthur Byron Directed by Mervyn LeRoy A Cosmopolitan Production Released by First National Productions Corp. and the Vitaphone Corp.	10% 100% 10% 75% 60% 20% 40% 5%
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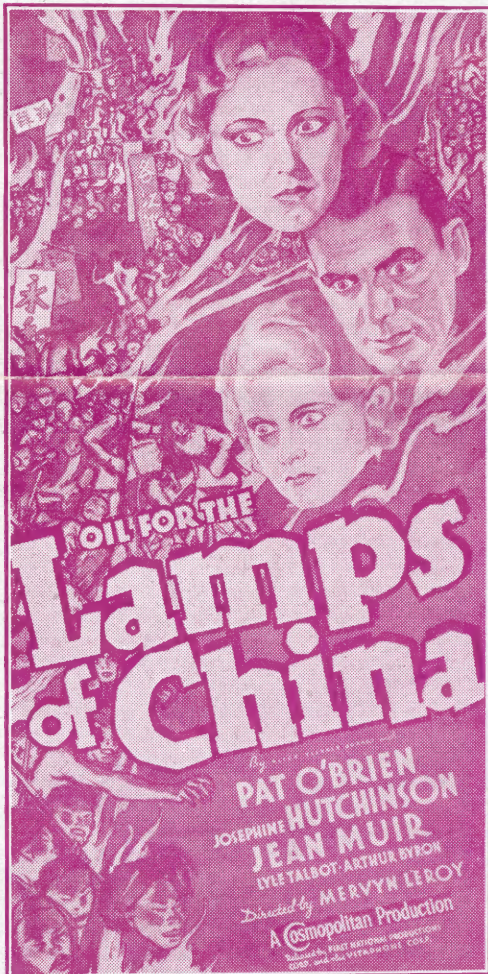
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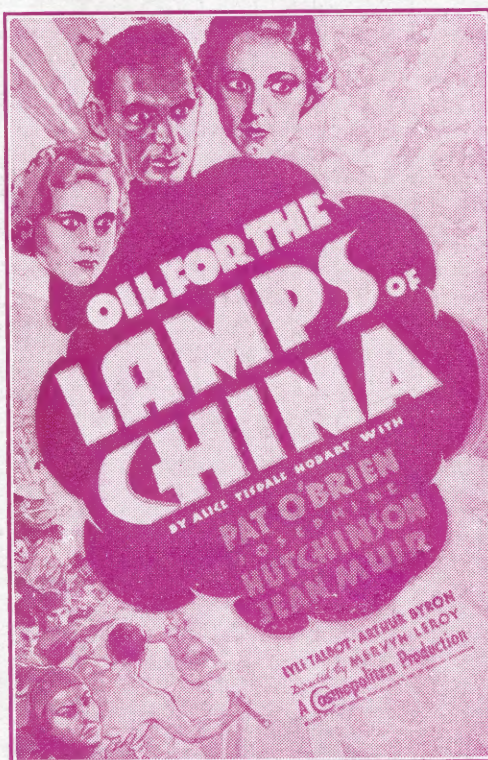


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